Ready Set Launch: Job Trends in Media and Entertainment

Amy DeLouise

Slides available for download:
https://www.amydelouise.com/slide-decks/

Session Agenda

- Trends Affecting Industry Jobs
- Where the Jobs Are
- Must-Have Skills: Advice from Working Professionals
- Building a Personal Brand Kit

https://www.amydelouise.com/slide-decks/

amy@amydelouise.com

AmyDeLouise.com

Amy DeLouise

@BrandBuzz

@ADBrandBuzz

/AmyDeLouise

AMY DELOUISE

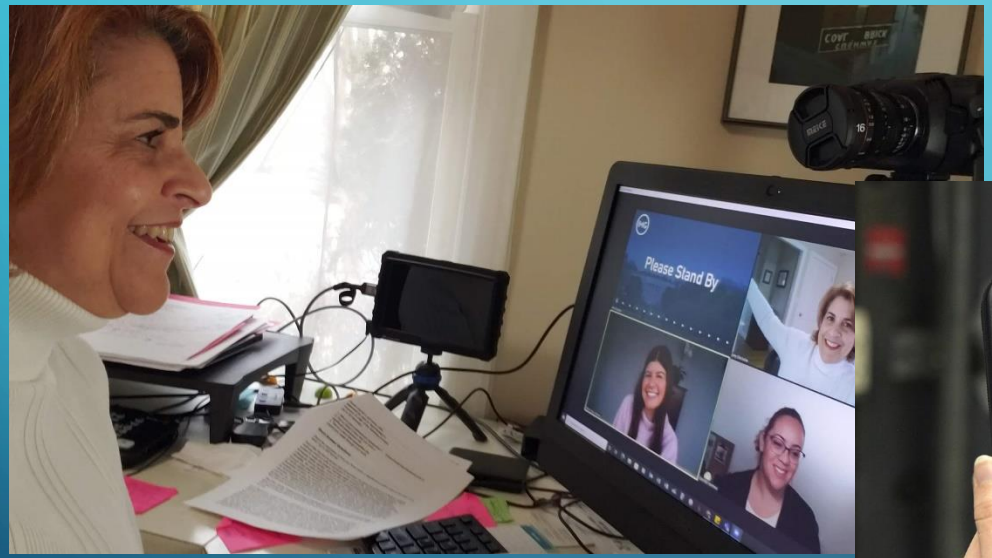
Slides available on amydelouise.com/slide-decks

TRENDS AFFECTING INDUSTRY JOBS

TRENDS

- Decentralized, collaborative workflow is here to stay
- Massive amounts of data management
- Multi-Platform delivery is the norm
- New streaming platforms, new micro-content audiences
- AI/ML supporting creative from production through post
- Drones, drones and more drones

DECENTRALIZED WORKFLOW



DATA MANAGEMENT

- Data management is now part of most jobs, from camera department to script supervisor to the post team
- Netflix roles and responsibilities of four key jobs
  - DIT (on set)
  - Data Manager/Digital Loader (on set or near set)
  - DIT (near set)
  - DIT Assistant/Digital Utility/Video Operator "VTR" Assistant
- On smaller productions, a post PA or AE is vital
  - Works on set, familiar with different camera cards
  - Knows the 3-2-1 backup system
  - Can use apps like ShotPutPro to tag and organize during offloads

MULTI-PLATFORM DELIVERY

- Live events
- Broadcast
- Captioned
- Translations
- Teasers & Trailers
- BTS video and photos
- Social promos
- Micro-content

NEW STREAMING PLATFORMS & MICRO-CONTENT AUDIENCES

AI/ML SUPPORTING CREATIVE

- Facial recognition
- Camera tracking
- Speech-to-text
- De-duping
- ML for audio mix tasks

UAV ON EVERY SET

- An FAA Part 107 license gives recent grads a bump up from set PA into the camera department
- Learn from experienced UAV ops in a wide range of productions—doc, series, narrative, commercials, etc.

WHAT DOES THIS MEAN FOR JOBS?

- People with organizational skills RULE
  - Getting project management experience is critical, even if it isn't in the film industry
- Creatives who understand how to harness technology in the service of storytelling get snapped up by production companies
  - Knowledge of remote workflow tools like Frame.io, and camera tools like UAV are rewarded
- Lifelong learners thrive in both production and post
  - Teams hire people who can dive into new apps and gear, and master them quickly
- Entry-level job-seekers can parlay skills for multi-platform delivery
  - Knowledge of existing mobile content ecosystem --social, podcasts, etc.
  - Ability to quickly produce Reels and other social storytelling is a plus

WHERE THE JOBS ARE

A FEW PLACES WHERE MIGHT NOT TYPICALLY LOOK

INDUSTRY MANUFACTURERS

- Companies like Canon, Blackmagic Design, ATOMOS, Dolby, etc. are constantly testing gear, shooting demos, and producing training tools.
- Junior hires can work alongside senior creatives, gain valuable experience and networks.

INDUSTRY NETWORKS

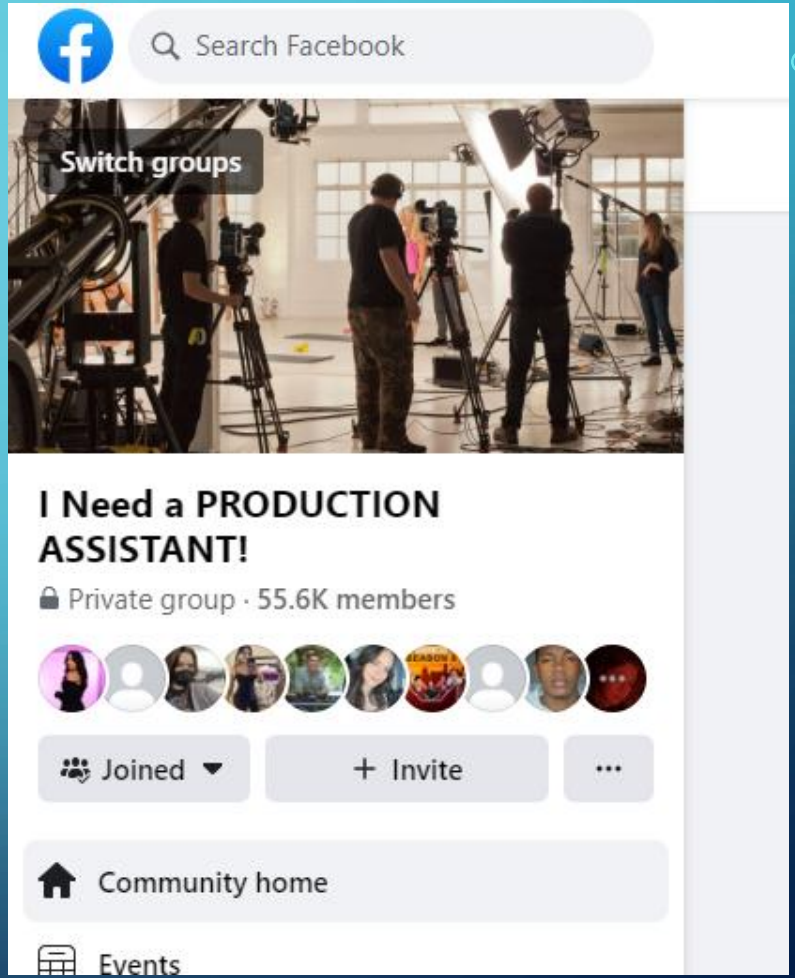
- Many industry organizations offer paid internships and entry-level positions that come with insider access and opportunities to build personal networks at key industry events.
  - AMPAS
  - SMPTE
  - NAB
  - WGA
  - SAG
  - AIS
  - VES
  - WIF-LA
  - RIAA
  - Gold Rising Partners

INDUSTRY COMMUNITIES

- Industry communities offer discounted or free memberships for recent grads, plus networking, and career development.
  - Women in Film & Video
  - Blue Collar Post Collective
  - Hue You Know

FACEBOOK

- Nat Geo Happy (by invitation; 7,500)
- Women in Immersive Tech (2,900)
- I Need a Production Assistant (55.6K)
- I Need a Producer (50K members)
- I Need an Assistant Editor NYC (4,400)
- I Need an Editor DC-MD-VA (1,400)
- I Need an Editor NY CT NJ (1,600)
- I Need an Editor NYC (4,400)
- I Need an Editor UK (15K members)
- I Need a Photographer/Videographer (31K members)

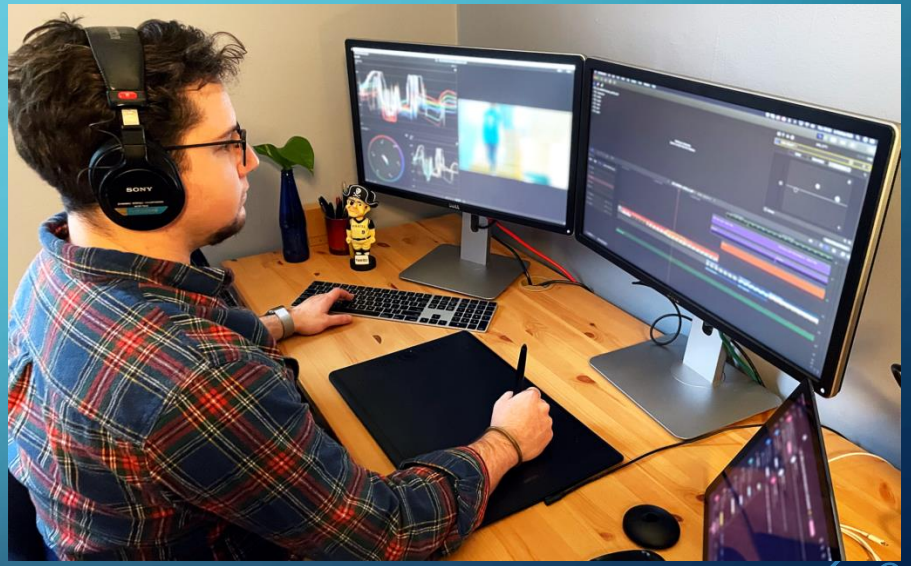


MUST-HAVE SKILLS

ADVICE FROM WORKING PROFESSIONALS

EDITOR | MOTION GRAPHICS

- **Abbey Farkas, Senior Editor and Motion Graphics Designer**
- Organization and Time Management is as critical as creativity
- Technical:
  - Deep understanding of at least two NLEs
  - Mastery of versioning
- Personal:
  - Adaptability
  - Curiosity
  - Communication



CINEMATOGRAPHER

- **Sheila Smith, Cinematographer & Steadicam Operator**
- Keep an open mind
- Learn to read the room
- Stay physically fit
- Notice all light in every form

TECHNOLOGY & VFX

- **Katie Hinsen, Director of Technology, Marvel Studios**
- The importance of Listening
- Every person has something unique and important to contribute (the Māori concept of Mana --a word that **represents the idea of a personal, sacred force or spiritual essence**).
- Every job should offer at least 2 of these three things—and which are most important to you changes at different times of your life: **Money, Career, Happiness**

SENIOR BROADCAST PRODUCER

- **Beth Mendelson, Senior Executive Producer of Special Programming and Documentaries at *Voice of America***
- Curiosity - why is a story interesting? What can you uncover that makes it interesting to others?
- Perseverance - there are many obstacles to making a project and there is always a creative solution.
- Vision – Collaborate, but also lead the team by articulating your narrative vision.

KEY THEMES

- Organizational Skills
- Active Listening
- Eagerness to Learn
- Adaptability
- Problem-solving
- Passion
- Perseverance
- Collaboration

BRAND TOOLKIT

HAVE YOUR EPK READY TO GO!

EPK

- Bio
- Headshot
- LinkedIn profile
- YouTube or Vimeo
- Elevator Pitch

HEADSHOT

- Reflect where you are headed, not where you've been
- Creative, but not weird
- No selfies!

BIO & RESUME

- Resume not more than 1 page
- At-a-glance format
  - Summary
  - Key skills as bullets
  - Easy-to-find contact info
- Include specific tech (cameras, NLEs, etc), but also highlight soft skills
- 3 References included or ready to go (already contacted and willing to respond quickly)
- Links to your Youtube or Vimeo channel with reel or shorts
- Short version of bio that you can upload to various job websites and social media platforms.

SMITH
WILLIAMS
LEAD UX DESIGNER

CONTACT

Avenue Park, NY-0123, USA
+44 458-2356-2356
sam.william@gmail.com

PROFILE

Lorem ipsum dolor sit amet consectetuer adipiscing elit. Acommodo ligulao egets dolor. Aenean massa. Cum sociis natoque penatibus et magnis disurient montes nascetur ridiculus lorem ipsum dolor sit amet consectetuer. Lorem ipsum dolor sit amet consectetuer adipiscing elit.

SKILLS

PROFESSIONAL

- Graphic Design
- UI/UX Design
- Web Design
- Project Management
- Market Research

EDUCATION

DEGREE TITLE
UNIVERSITY NAME
Major Subject
2030 - 2034

DEGREE TITLE
UNIVERSITY NAME
Major Subject
2030 - 2034

DEGREE TITLE
UNIVERSITY NAME
Major Subject
2030 - 2034

EXPERIENCE

JOB TITLE HERE | 2034 - PRSENT
COMPANY NAME
Lorem ipsum dolor sit amet consectetuer adipiscing elit. Acommodo ligulao egets dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis lorem purient montes nascetur ridiculus lorem ipsum dolor sit amet.

- Hitecto beatae vitae dicta sunt cabo sed ut perspiciatis unde oatus.
- Dantium sed ut perspiciatis unde omnis iste natusrosit sed ut persp.
- Vitae dicta sunt cabo sed ut perspiciatis unde oatus.

JOB TITLE HERE | 2030 - 2034
COMPANY NAME
Lorem ipsum dolor sit amet consectetuer adipiscing elit. Acommodo ligulao egets dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis lorem purient montes nascetur ridiculus lorem ipsum dolor sit amet.

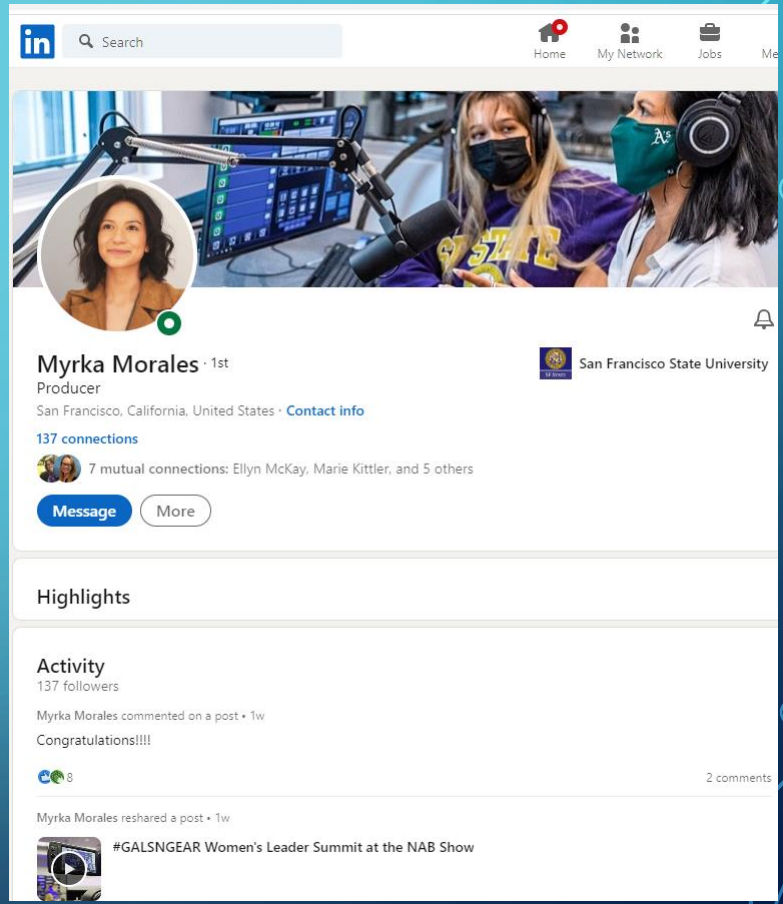
- Hitecto beatae vitae dicta sunt cabo sed ut perspiciatis unde oatus.
- Dantium sed ut perspiciatis unde omnis iste natusrosit sed ut persp.
- Vitae dicta sunt cabo sed ut perspiciatis unde oatus.

JOB TITLE HERE | 2030 - 2034
COMPANY NAME
Lorem ipsum dolor sit amet consectetuer adipiscing elit. Acommodo ligulao egets dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis lorem purient montes nascetur ridiculus lorem ipsum dolor sit amet.

- Hitecto beatae vitae dicta sunt cabo sed ut perspiciatis unde oatus.
- Dantium sed ut perspiciatis unde omnis iste natusrosit sed ut persp.
- Vitae dicta sunt cabo sed ut perspiciatis unde oatus.

LINKEDIN

- Communicate your brand
  - Headshot
  - LinkedIn Header Photo that shows you in a positive/leadership role
  - About – the first 20 words are all people will see at first-make them count!
  - Links – you can include video links and a video introduction of yourself
- Thought Leader tips
  - Put "Follow" before "Connect"
  - Use Consistent Hashtags



ELEVATOR PITCH

- 2-3 floors (30 seconds)
- Ready at any time to describe who you are, where you're headed
- What can you bring to an organization? (not what can they do for you)

SOFT SKILLS ARE THE KEY TO GETTING HIRED (AND RE-HIRED)

WHY (YOU THINK) PEOPLE HIRE YOU

- Knowledge
- Skills
- Expertise
- Equipment
- Tools
- Personnel

Unsplash: Matthew Kwong

WHY PEOPLE ACTUALLY HIRE YOU

- Attitude
- Problem-Solving
- Communications
- Analysis
- Teamwork
- Good Judgment
- Passion/Commitment

Photo: iStock

THANK YOU!

I'd love to catch up over coffee or feel free to reach out post-conference.

amy@amydelouise.com

AmyDeLouise.com

Amy DeLouise

@BrandBuzz

@ADBrandBuzz

/AmyDeLouise

AMY DELOUISE

Slides available on amydelouise.com/slide-decks