

# Joanna Todd

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## PERSONAL PROFILE

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I am a master's student with experience in film, journalism, creative writing and performance. With my attention to detail, production experience and excellent people skills developed through four years working in customer service, I am keen to move into arts administration and support the development of new projects that help us interpret the way we live now.

## EDUCATION

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### **MLitt Film, Visual Culture and Arts Management | University of Aberdeen | 2024 – 2025**

- Courses include: Contemporary Issues in Aesthetics, Documentary Theory and Practice and Public Engagement for the Arts.
- Dissertation: 'The audience with suspense in the genre of horror movies'.

### **The Business of Film (short course) | The Open University | July 2024**

- Completed this short course after finishing my undergraduate studies to learn more about film production and the value chain concept.

### **MA (Hons) Film & Visual Culture and French | University of Aberdeen | 2019 – 2024**

- Courses included: Visualising Modernity, French Culture, Politics and Society, French Cinema
- Dissertation: 'Identity, Memory, and the Gaze: Analysing Female Representation in Post-War French Cinema (1950-1970)'.

**Year abroad (2021 – 2022):** Spent at the Lycée Georges Clemenceau in Nantes, France. Whilst there I worked as an English Language Assistant with the British Council teaching English to secondary school pupils in classes of up to 30 young people.

## EXTRA-CURRICULAR ACTIVITIES

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### **Filmmaking Society | Aberdeen University Students' Union | 2024 – present**

- Currently working on a film project exploring toxic masculinity.
- As gaffer, I am responsible for lighting which is a big part of this film as lighting and colour grading changes to reflect the tone of the scene.

### **Writer for iV Arts Section | The Gaudie Student Newspaper | 2023 – 2024**

- Reviewed films, TV series and theatre for the student newspaper's arts and culture section.
- My review of 'Pretty Woman: The Musical' scored over 1000 views on social media and was shared by Aberdeen Performing Arts on X (formerly Twitter).

### **Production and Admin Co-ordinator | WayWORD Festival Aberdeen | September 2023**

- Worked in a team of 10 students and staff to organise and run the fourth instalment of the WayWORD Festival, which focussed on unconventional forms of artistic expression across a programme of fiction, activism, music, comedy, visual art, poetry, dance and live performance.
- Configured the live stream of over 15 talks and performances to be broadcast via Zoom software and managed a team of two volunteers to co-ordinate ticket sales through the online platform Ticketsource.
- We achieved attendance of over 1000 people across the festival and overwhelmingly positive feedback, which praised the diversity of artists and originality of our discussion topics.

## WORK EXPERIENCE

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### **Barista | Caffè Nero | Aberdeen | Sept 2023 – present**

- Work in a team to prepare hot beverages fast and efficiently, ensuring waiting times are minimal.
- Build rapport with customers, answer queries and deal with small complaints in a diplomatic way.
- Ensure the barista and kitchen area is clean and tidy in line with health and safety protocols.

### **Student Ambassador (Open Days and Events) | University of Aberdeen | 2022 – 2024**

- Delivered guided tours to prospective students and visitors and dealt with their enquiries.
- Worked as part of a team to help university events run smoothly including the North of Scotland Universities Careers Fair 2023 which saw 70 employers and 800 students in attendance.

### **Store Colleague | Pets at Home | Edinburgh | 2020 – 2021**

- Served customers and their pets with a specific focus on providing quality service, driving customer loyalty and ensuring the highest standard of pet care.
- Completed 6 months of industry-leading training covering all the key aspects of the role, handling, and caring for pets, customer service and health and safety. Working during COVID-19 required me to stay up-to-date with restrictions and adhere to essential service protocol during lockdowns.

## SKILLS

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### **Administration**

Extensive experience in working below-the-line in production across several projects at university. Specifically, in the WayWORD festival I was responsible for arranging supplies, equipment, travel and accommodation for speakers from across the UK. Some of the team worked freelance on the festival and it was my job to ensure that minutes of all meetings were taken and circulated and to book venues across Aberdeen city.

### **Production support**

Currently I am working to support a fellow student on their creative project ('short') as part of the Filmmaking society. This role sees me work with other members of the crew including writers and directors. During my master's degree I have learnt how to write detailed and accurate camera reports and collaborate closely with team members to support one another on projects.

### **Networking**

In the first week of my master's course I set up a WhatsApp group to encourage communication and have been very successful as class representative in collecting feedback to relay to department staff with whom I also have positive relationships. I am an energetic person and always curious about different kinds of work and other people's experiences therefore I take time to get to know those around me and understand their strengths as everyone has something to offer.

## PROFESSIONAL MEMBERSHIPS

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Associate Member of the George Washington Wilson Centre for Research in Art and Visual Culture.

## ACHIEVEMENTS

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### **Class Representative | Aberdeen University Students' Association | September 2024 – present**

- As class representative for the course 'Research Methods in Film and Visual Culture' I was elected to provide a vital link between staff and students, fostering and maintaining open dialogue to improve the student learning experience.

## REFERENCES

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Available on request