

# Freelancer Focus 2023

CV's: The Good, The Bad and The Best

Matt Pearcey

**Picnik**  
ENTERTAINMENT

*Matt Pearcey*  
COACH

# CV's: The Good, The Bad and The Best

- My Background
- Why is your CV Important
- General Tips
- Formatting
- Example CVs
- Industry Tips
- Covering Letters & Communication
- Takeaways & Questions



# Background

- Coach & Mentor within the entertainment industry
- Co-owner of Picnik Entertainment Ltd
- 20+ years industry knowledge
- 13+ years in Financial Services industry
- Multiple leadership roles across countries
- Passionate about seeing others succeed



# Picnik

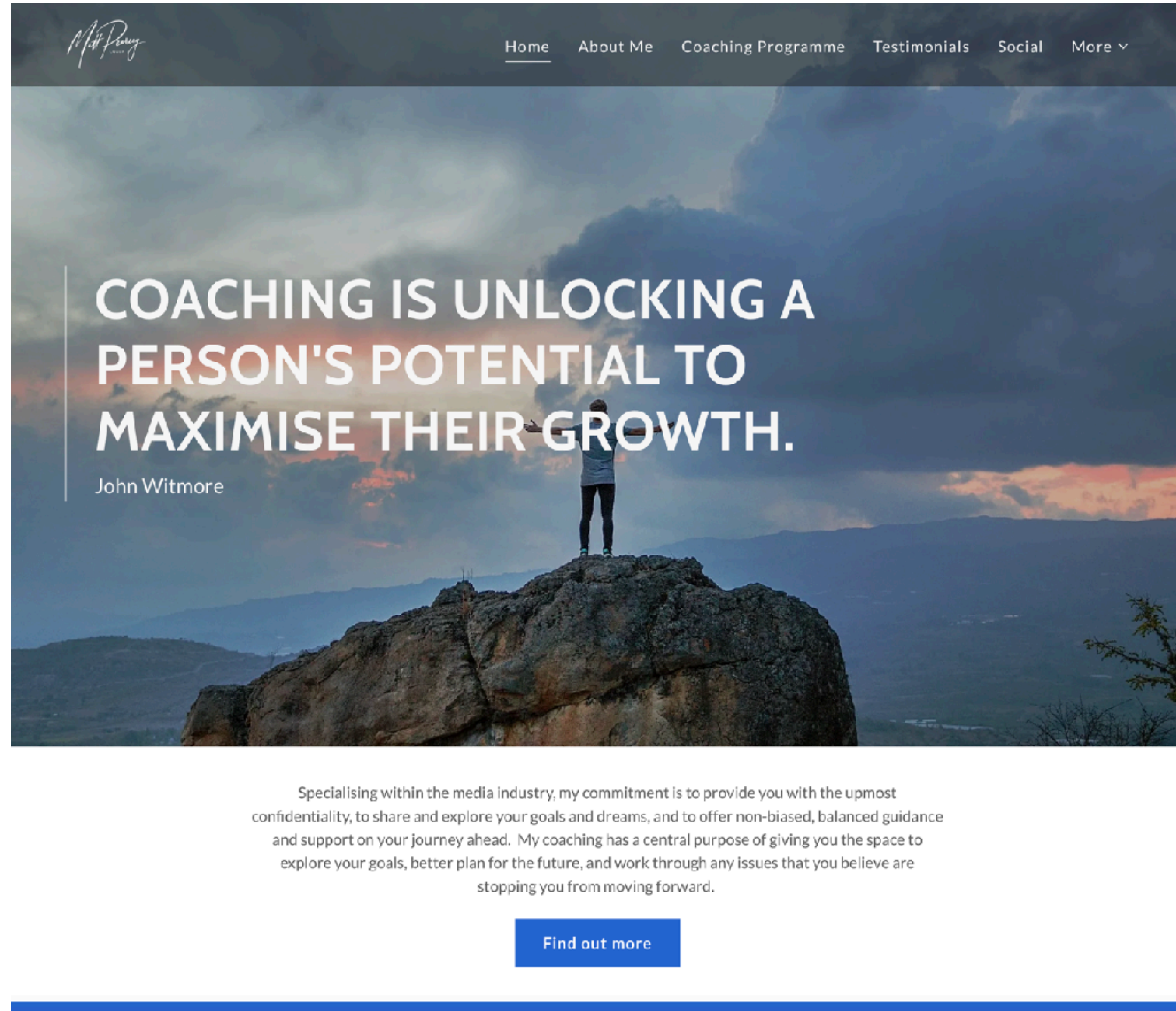
ENTERTAINMENT

**Picnik Entertainment incubates ambitious and diverse companies across the media sector, helping them accelerate their businesses both commercially and creatively. In its first year, Picnik has represented company and content sales and investment, set up co-pros across film and TV sector (docu and scripted) in addition to IP financing.**

**Picnik prides itself in collaborating with unique and diverse companies, and in helping drive independent content success through unique and traditional routes to market with an additional interest in immersive and technological advances.**

# Matt Pearcey Coaching

- Business coaching, mentoring, feedback, honest input, SUPPORT
- Focus on the entertainment industry but not exclusive
- Helping people achieve their goals and ambitions
- Unlocking potential collaborations



The image shows a screenshot of the Matt Pearcey Coaching website. The top navigation bar includes a logo for Matt Pearcey and links for Home, About Me, Coaching Programme, Testimonials, Social, and More. The main content area features a large background image of a person standing on a rocky peak at sunset. Overlaid on this image is the text: "COACHING IS UNLOCKING A PERSON'S POTENTIAL TO MAXIMISE THEIR GROWTH." attributed to John Witmore. Below this, a paragraph of text describes the coaching service, and a blue button labeled "Find out more" is positioned at the bottom right.

Home About Me Coaching Programme Testimonials Social More ▾

COACHING IS UNLOCKING A PERSON'S POTENTIAL TO MAXIMISE THEIR GROWTH.

John Witmore

Specialising within the media industry, my commitment is to provide you with the upmost confidentiality, to share and explore your goals and dreams, and to offer non-biased, balanced guidance and support on your journey ahead. My coaching has a central purpose of giving you the space to explore your goals, better plan for the future, and work through any issues that you believe are stopping you from moving forward.

Find out more

# Why focus on your CV?

## The Importance for Freelancers

- Is a CV Outdated? LinkedIn, FB, IMDB, Instagram, etc
- Foundations of your career
- Your successes
- Your connections
- Your DNA
- **COMPETITION IS EVEN TOUGHER!**



**"LIFE IS REALLY  
SIMPLE, BUT  
WE INSIST ON  
MAKING IT  
COMPLICATED."**



# General Tips

- Your CV should set up who YOU are in an interview & vice versa
- Keep it simple
- Structure - 1/2 pages, most recent experience first - the opening third is your elevator pitch
- Make sure it works in collaboration with your social/web based CV - IMDB, LinkedIn
- Plenty of Software options - Keynote, Word, Canva, etc
- Remove irrelevant information - hobbies, interests, driving licence, etc
- If you cannot sell yourself about it, don't write it!
- Ask a friend, colleague, mentor to review it with you





# Formatting tips


- Clean, clear, concise
- Professional looking - change email, social aliases, etc if needed
- 1 - 2 pages - first half is vital
- Make your positions relevant to the reviewer
- Don't be afraid to make things stand out
- Use dynamic links where relevant
- **Make it flexible for you - usable for online applications, tailor for specific jobs**
- **Have multiple CVs for varying roles\***

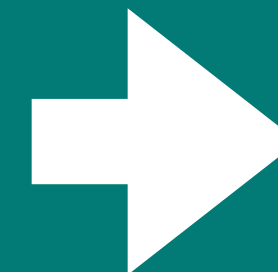



# Example CVs






**CREATIVE AND STRATEGIC MARKETING LEADER**

<p><b>CONTACT</b></p> <p> [Redacted]</p> <p> [Redacted]</p> <p> <a href="#">linkedin.com/[Redacted]</a></p>	<p><b>PROFILE</b></p> <p>An initiative-taking and enthusiastic marketing professional with diverse experience across the film and TV industry. Skilled in the strategic development and launch of market-leading multimedia campaigns that excite and engage audiences with consistent commercial success. A self-starter with an adept ability to build and maintain a successful team of professionals and to forge strong working relationships cross-functionally, with agencies and external partners. Won 5 industry awards (BASE) for creative marketing campaigns over the years.</p>
<p><b>SKILLS</b></p> <ul style="list-style-type: none"> <li>◦ MARKETING STRATEGY</li> <li>◦ CREATIVE DEVELOPMENT</li> <li>◦ PRODUCT/TITLE LAUNCHES</li> <li>◦ COMMUNICATION</li> <li>◦ LEADERSHIP</li> <li>◦ CROSS FUNCTIONAL DIRECTING</li> <li>◦ STORYTELLING</li> <li>◦ TEAM MANAGEMENT</li> <li>◦ COMMERCIAL ACUMEN</li> <li>◦ MEDIA PLANNING</li> <li>◦ DATA ANALYSIS</li> </ul>	<p><b>EXPERIENCE</b></p> <p></p> <p><i>[Redacted] is one of the foremost UK Film Distributors. A worldwide content leader across Movies, TV, Home Entertainment, Games and Location based entertainment.</i></p> <p><b>HEAD OF MARKETING</b> <span style="float: right;">2018-December 2020</span></p> <p>Responsibility for delivering the Home Entertainment &amp; Digital Annual Plan (£33m revenue FY '20). Managed a team of 6 in creating and implementing innovative consumer marketing campaigns for [Redacted] releases across Theatrical, premium rental (PVOD), physical and digital. Under direction the marketing campaigns consistently saw market leading conversions to transactional sales. Instilling an ethos of going the extra inch on all campaigns</p> <p>Most proud of creating a dynamic and supportive environment for a team who were then able to thrive. A firm believer in constant learning, open dialogue and constructive feedback.</p> <ul style="list-style-type: none"> <li>• Oversaw a yearly marketing spend of over £2m across a number of launches of diverse content</li> <li>• Managed the creative development and marketing strategy for each title launch. Franchise Film and TV titles included: John Wick 3, Hellboy, Rambo: Last Blood, Sicario 2, Fighting With My Family, Knives Out, Wonder, David Copperfield, Military Wives, The Goes Wrong Show, Motherland and Midway. Titles consistently outperformed the market norm for sales per genre</li> </ul>





## Head of Marketing

 [Redacted]
  [Redacted]
  [linkedin.com/\[Redacted\]](#)

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A senior professional with diverse experience across the film and TV industry who thrives in an elite performance environment. Skilled in the strategic development and launch of market-leading campaigns that excite and engage audiences with consistent commercial success. A self-starter with an adept ability to build and maintain a successful team of professionals and to forge strong working relationships cross-functionally, with agencies and external partners. A proven track record of success, having won 5 industry awards for creative marketing campaigns over the years.


Most proud of creating an entrepreneurial, dynamic and supportive environment for a team who were then able to thrive. A firm believer in constant learning, open dialogue and constructive feedback.

**Skills**

Marketing Strategy	Title/Promotion Launches	Commercial Acumen
Data Analysis	Communication	Leadership
Cross Functional Directing	Team Management	Acquisitions

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**Experience**

 Head of Marketing 2018-December 2020

*[Redacted] is one of the foremost UK Film studios. A worldwide content leader across Movies, TV, Games and Location based entertainment.*

Responsibility for **delivering the Home Entertainment & Digital Annual Budget Plan (£33m revenue FY '20). Managed a team of 6 in creating and implementing innovative consumer marketing campaigns for [Redacted] releases across theatrical, premium rental (PVOD), digital and physical. Under direction, the campaigns consistently saw market leading conversions to transactional sales.**

- Oversaw a yearly marketing spend of over £3m across a number of launches of diverse content across the media landscape
- **Managed the creative development and integrated marketing strategy for each title launch. Franchise Film and TV titles included: John Wick 3, Hellboy, Rambo: Last Blood, Missing Link, The Queen's Corgi Fighting With My Family, Knives Out, Wonder, David Copperfield, Military Wives, The Goes Wrong Show, Motherland and Midway. Titles consistently outperformed the market norm for sales per genre**
- Expert relationship builder with B2C digital retail partners having worked closely with Marketing, Sales and

# Industry Tips

- A cover letter is a must! Your opportunity to add context to your application.
- Be mindful of your applications and relevance to the job
- If you don't have the experience, go out there and get it! Relevant experience - however short - WINS!
- Do your homework on the company - be interview ready
- Be prepared to start from the very bottom
- Runners DO become highly successful professionals



# Covering Letters / Emails / Making connections

Two pencils, one blue and one brown, are positioned diagonally on the left side of the slide. The background is a solid yellow color.

- Do your research
- Be concise in your letter/email
- Get feedback before you send
- Use existing contacts (wisely) & Find new contacts
  - *Read press (Screen/Deadline/Variety/Broadcast etc.)*
  - *Research industry bodies (Film London/BFI) and festivals (LFF, Raindance etc.)*
  - *Research companies and contacts (LinkedIn, social media etc)*
  - *Identify distributors via news alerts / box office rankings / IMDB*
- Introduce yourself - remember first impression counts
- Make your social media presence relevant and acceptable (eg LinkedIn, insta etc)
- Let them know you'll follow up

# Key elements to remember:

Cover Letter

Relevant

Experience

Dynamic

Professional

No pictures

Easy to read

Formatting

It's a small world

Keep up to date

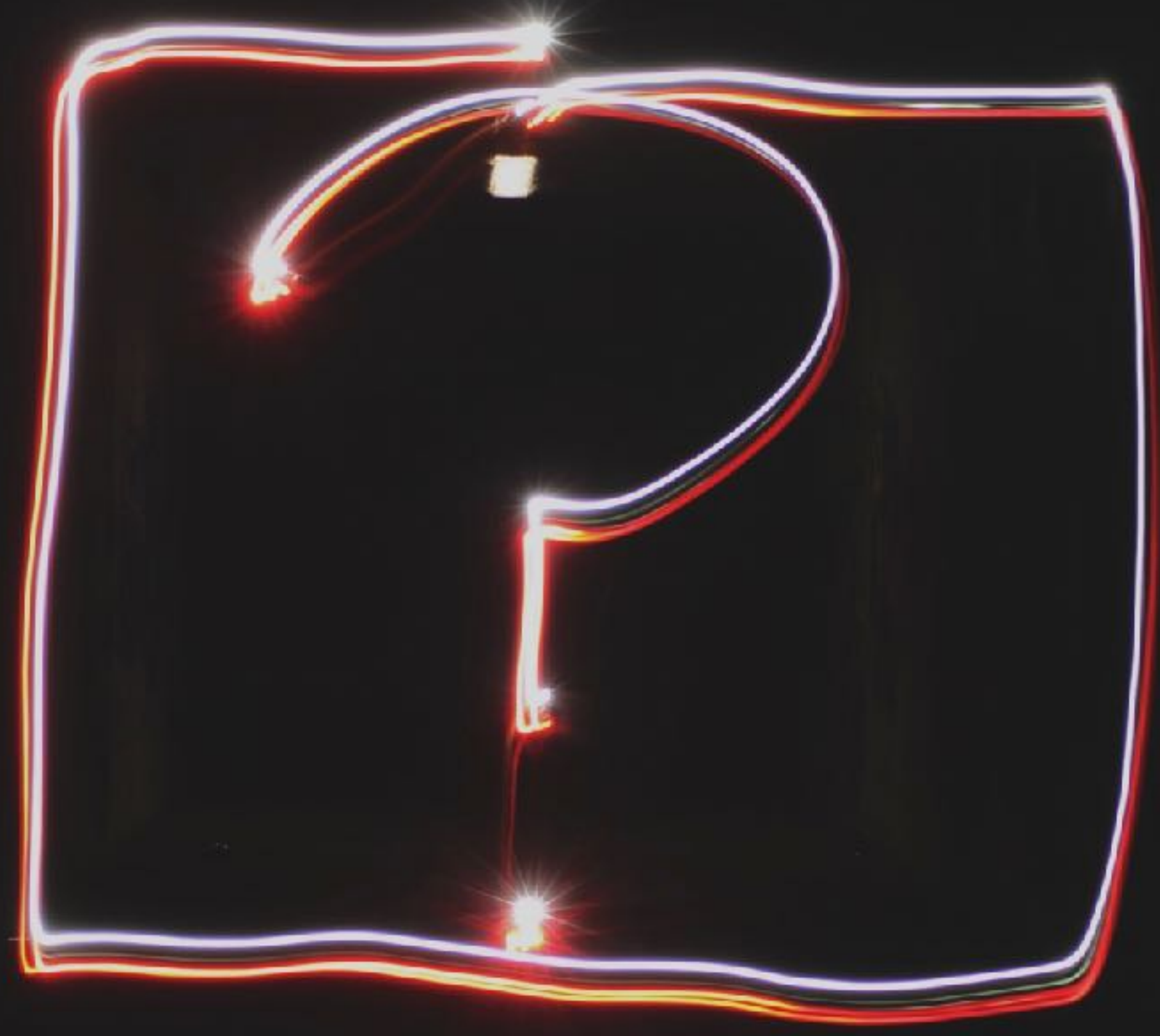
Concise

Timely

Interesting

Add Value





**Thank you**

# Contact

**Matt Pearcey**

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[www.picnikentertainment.com](http://www.picnikentertainment.com)

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