

## Emily McHugh

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### 2014 – 2017 The University of Chester BA Photography (Hons) - 2:1

**Relevant Modules (Year 3):** Negotiated Practice, Professional Practice.

**(Year 2):** Collaborative Practice, Fine Art and Photography Experiential Learning, Contextual Practice and Specialist Photography Practice.

**(Year 1):** Photography Theory and Photography Practices.

**Specific Skills gained:** Whilst studying at university I gained valuable skills in both stills photography and moving image: darkroom techniques and processes, studio lighting and set up, how to use both film and digital cameras, digital image and video editing, how to give excellent presentations and how to critically and effectively talk about my work. I can work well in a team environment which is evidenced through group projects and exhibitions throughout my degree. Ability to work to set briefs and deadlines effectively and efficiently. I can work to live briefs with real, industry clients to produce work of a high standard, suitable for promotional use. I also can work alone and with one to one help to negotiate a large project into a coherent body of work to a degree show standard. Excellent written communication skills gained from producing work journals and critical essays. Highly knowledgeable of Digital still/moving and analogue still/moving cameras (35mm, 120mm and larger formats), lenses, accessories and camera software. I also have excellent knowledge of both studio and darkroom equipment, what equipment is right for the situation or person using it.

### 2006 – 2014 Maryhill High School/Trinity Sixth Form

- 3 A levels: Media Studies (B), Photography (C), English Literature (C)
- GCSE: Media (B), English Language (B), English Literature (B) and Mathematics (B)
- 6 additional GCSE's (B's).

## Creative Work experience

### Represented by Arcangel Images - Stock Photographer

### 2016 - Present - Photographer for Spode Museum Heritage Centre

#### November 2018 Instagram for The Ship Inn Caton

- Helped to start up an Instagram account along with the Head Chef to advertise the pub, its events e.t.c.
- Took and posted images of the pub, examples of meals and display boards.
- Used appropriate captions and hashtags to reach a suitable audience.

#### August 2018 Photographer for The Ship Inn Caton

- Promotional images for The Ship Inn Caton to use on their social media and website for advertising.

- I had to organise the setting of the photographs to ensure that the space was well lit, organised and suitable for the images that the client wanted.
- Had to quickly turn around the images as they were needed the next day.

**April 2018      Photographer for YUSSE (musicians)**

- Promotional image photographer for musicians YUUSE, for their upcoming single.
- Helped to find suitable locations for the shoot.
- Edited all images to a high standard within the desired time frame suitable for both print and digital/online use.

**July 2017 - Present      Photographer for BRATLANICE (stylist)**

- Shot promotional and portfolio images for the stylist Feya Mattis (BRATLANICE) throughout 2017 and present.
- Organised locations, travel and set design to work with Feya's ideas.
- Edited all images to a high standard within the desired time frame suitable for both print and digital/online use.

**March 2017      Studio Photographer for Kathryn Crank and Beki Phillips Design**

- Took studio photographs for fashion designers Kathryn Crank and Beki Phillips. This involved working with professional models in a studio environment.
- Set up the lighting and background of the studio and directed models effectively to capture the best photographs. Worked with both male and female models.
- Edited all imagery to a tight deadline whilst maintaining a high image quality.

**March 2017      Photographer/Videographer for ONYDA (music video)**

- Shot video footage for Onyda's music video *Young and Stupid*.
- Helped to scout locations and to style the video, working with actors and the musician to ensure the right aesthetic was created.
- Also captured still imagery for the promotion of the video, again working to a tight deadline to produce and edit the images.

**May – June 2016      University placement at Spode Works Visitor Centre**

- Took visitors to the centre on tours of the site, informing them about the history of Spode. Enhanced my communication skills and the ability to address larger groups of people.
- Assisted in the centre shop: managing sales, stock taking and creating spreadsheets of stock using Excel. This enhanced my engagement with customers and my ability to work under pressure as there were some large sales to deal with.
- Created the Instagram page for the centre, which is still being used. Taught the manager how to use the platform. Took photographs to be used as posts. Helped with captions and hashtags to bring in and reach a wide audience.

Other Clients include: Dx1sy (model), Parkinson's UK Newcastle under Lyme (event), Keele University Bar SOC (charity calendar), wedding clients, individual/group prom shots, continuous work with Spode Museum Trust.

**General Work Experience:**

**May 2018      - Present      Volunteer Leader in training at Caton 1st Brownies.**

- Regularly attend Brownie sessions every Monday (except school holidays) from 6pm to 7:15pm.
- Help to run and organise the sessions, activities, trips and Brownie Holiday.
- I, along with the other helpers, am responsible for the 25 girls in the unit. I have to supervise them to make sure they remain on task but are still having fun and help anyone who is having difficulty.

- I have led a number of sessions now which involves taking the register, outlining the activity for the evening and delivering the activity.
- I also attend meetings with the unit leader to discuss and plan the sessions.
- I am currently working towards my leadership qualification and I have nearly completed it. Upon completion, I will be a fully qualified leader.

**Dec 2019 - Present. Plato's at Kirkby Lonsdale (Front of House)**

- Greeted customers upon arrival and sat customers at tables/served at the bar, always ensuring that they were greeted in a friendly manner.
- Had to ensure that all customers were happy with their service and experience by doing check backs and dealing with complaints effectively and professionally.
- Maintained a clean work environment by undertaking cleaning tasks before/during/after service.
- I have sufficient knowledge of a working restaurant environment: laying/clearing tables, taking orders, communication with the kitchen staff, serving food and using till systems.
- Also answered phone calls dealing with table requests and other enquiries.

**Dec 2018 - Sep 2019 Lancaster University Hospitality Department (General Assistant)**

- Preparation and delivery of orders to locations throughout the university at times set by clients. Had to ensure deliveries were taken and cleared on time.
- Had to ensure that all customers were happy with their service and experience by doing check backs and dealing with complaints effectively and professionally.
- Maintained a clean work environment by undertaking cleaning tasks before/during shifts.
- Closed down the work area, along with others, on several occasions: cleared down the drinks machines, set up orders for the next working day, swept and mopped, turned off any computer equipment.
- I have sufficient knowledge of a working restaurant environment: laying/clearing tables, taking orders, communication with the kitchen staff, serving food and using till systems.
- Also answered phone calls dealing with delivery orders and other customer enquiries.

**October 2017 - February 2018 The Ship at Caton (Front of House staff)**

**April 2018 - Dec 2018**

- Greeted customers upon arrival and sat customers at tables/served at the bar, always ensuring that they were greeted in a friendly manner.
- Had to ensure that all customers were happy with their service and experience by doing check backs and dealing with complaints effectively and professionally.
- Maintained a clean work environment by undertaking cleaning tasks before/during service.
- Closed down the pub on several occasions: cleared down the bar, closed down the tills - counted and logged cash and card payments with a full understanding of till systems, ensured all kitchen appliances and lights were switched off and set the alarms and locked up.
- I have sufficient knowledge of a working restaurant environment: laying/clearing tables, taking orders, communication with the kitchen staff, serving food and using till systems.
- I also began learning how to deal with the "behind the scenes" of the bar: changing barrels and syrups, gas e.t.c.
- Also answered phone calls dealing with table requests and other enquiries.

**August 2017 - September 2017 Spode Museum Trust Heritage Centre (Café Server)**

- Greeted and served customers in the Blue Willow Tea Room within the museum.
- Was the sole worker in the café, performing all tasks including: preparation of specialist tea and coffee, serving cake, maintaining a clean working environment, taking money, replenishing stock and ensuring that the café area was maintained and cleaned to a high standard.

**July 2016 - October 2016 Mountain Warehouse (Sales Assistant)**

- Frequently met store targets and represented the brand to a high standard.
- Replenished stock and sorted through new deliveries effectively to maintain store standards.
- Worked during the busy sales seasons to quickly but efficiently serve customers.

### **General Skills Profile:**

- Strong knowledge of Adobe Photoshop
- Strong knowledge of Adobe Premiere Pro
- Strong knowledge of Apple and Microsoft systems.
- Darkroom processing/printing knowledge.
- Studio lighting equipment and flash devices.
- Camera products including DSLRs and Broadcast Cameras.
- General IT skills;
  - Can use Mac/computer software packages competently.
  - Can also use graphics tablets to edit images.
  - Strong knowledge of social media platforms e.g. Instagram, Facebook, Twitter.
- Good timekeeper and attendance in all aspects of study as evidenced by my university record.
- Full, clean UK driving licence and own fully insured car (passed 2014).
- Level 2 Safe Space Award from Girlguiding UK.

### **References:**

**Dr Tracy Piper-Wright (university PAT)**

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**Michael Escolme (manager)**

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**Alison Rayson (Brownie Leader)**

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Other references available upon request.