

Alice Kitson

Filmmaking, Marketing Strategy, Creative Strategy

Motivated student pursuing a BA (Hons) in Filmmaking. Alongside my degree, I am developing my understanding of marketing, advertising, and commercial strategy through professional certifications. I am particularly interested in exploring how media, creativity, marketing and business overlap. **View all my creative experience and work on my website at www.alicekitsonfilms.com**

EXPERIENCE

FREELANCE VIDEOGRAPHER (ALICEKITSONFILMS)

Dec 2025 – Present

- Worked closely with clients to understand objectives and target audiences.
- Managed projects from initial brief through filming, editing, and final delivery.
- Developed promotional and advertising content for omni-channel marketing.
- Managed multiple projects independently, balancing creative decisions with client requirements, budgets, objectives, and deadlines.

SALES ADVISOR (GAME UK / NEXT / IKEA)

Oct 2022 – SEP 2024

- Working across a range of retail companies enabled me to develop my communication, marketing, and sales skills for a wide range of consumers from various backgrounds.
- Learned new software and programs to carry out daily tasks, such as inventory tracking, security camera reviews, and customer interest tracking.

EDUCATION

MANCHESTER METROPOLITAN UNIVERSITY – BA (HONS) FILMMAKING

- Proficient in software such as DaVinci Resolve and the Adobe suite.
- Able to operate a range of cameras, sound, lighting, and peripheral equipment.
- Taken on a range of projects and a range of professional roles such as director, producer, cinematographer, editor, and sound designer.

MILTON KEYNES COLLEGE – LEVEL 3 EXTENDED DIPLOMA IN ART AND DESIGN SPECIALISING IN GRAPHIC DESIGN

- Worked with a range of live clients such as CrowdStrike, Valvoline, and Thames Valley Police.
- Worked with clients to take initial briefs to final designs meeting business objectives, target audiences, and more

CONTACT

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www.alicekitsonfilms.com

<https://uk.linkedin.com/in/alice-kitson>

CERTIFICATIONS

Digital Marketing – HubSpot Academy

Social Media Marketing – HubSpot Academy

ACHIEVEMENTS & MORE

My debut documentary "The Way We Love" (available on my website) was selected and screened at Manchester's HOME cinema in March 2026.

I have created multiple marketing & strategy campaigns, available on my website.

Shadowing at BBC Sport taught me a range of information about large-scale live broadcasting.

SKILLS

Video Editing

Camera Operation

Project Management

Content Creation

Client Collaboration

Marketing Strategies

Communication Skills

Digital Media Production

Omni-channel Content Creation