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MICHAEL PATTON

Editor | Motion Graphics | Video Creator

Michael Patton is a highly creative professional editor and video creator.

His strong visual sense and annoyingly sharp eye for detail has been nurtured through years of multi-disciplinary creative production.

Collaborating with agencies, production companies and directly to businesses, Michael has worked on some of the biggest brands in the world, such as LEGO, Amazon, Subaru and ANZ.

Freelance Editor

2020 -

Creating video content with agencies such as M&C Saatchi, Thrive PR, Haystac, TLA, Sherpa for brands such as LEGO, Ampol, Astra Zeneca and Samsung.

Including-

2022	Social Content	Haystac	Greening Australia - The Money Tree	Editor, Director
2022	Social Content	Think HQ	Yarra Valley Water - School	Editor
2021	Social Content	Thrive PR	Harris Scarfe - Miguel Maestre	Editor
2021	Social Ads	Genero	Amazon Prime - I Know What You Did Last Summer	Motion GFX
2020	Social Content	Thrive PR	LEGO Rachel Burke	Editor, Motion GFX

Senior Content Creator @ Haystac

2015-2020

Helped build the creative team from 4 to 14 to offer full production, design, photography and animation services to become the national social and content hub, with a focus on fast and agile content.

Creative lead on clients such as ANZ, Latitude, CBUS, City of Melbourne, and directed TVCs for Yellow Pages and Victory Blinds. Fostered a creative and agile culture by leading a Friday Lunch and Learn series to share work and inspiration. Conducted thrice-weekly meetings to uncover social media trends and hot topics that could provide agile and relevant content for clients.

Highlights include

2019	Social Content	Fossil - Party Time (Gen 5 Launch)	Director, Editor
2019	Social Content	Bowel Cancer Australia - Golden Nugget	Shooter, Editor
2019	Social Content	CUA - Financial Wellbeing	Director, Motion GFX
2018	TVC	Yellow Pages - How Do You Bake	Editor, Director

Video Editor @ Crocmedia

2014

Created highlight packages for Channel 9 TV shows Footy SA and Footy WA, at Crocmedia and Channel 9 studios.

Freelance Creative @ Marmalade

2013-2014

Created motion graphic video content for pitch presentations and case study videos.

Skills

- Editing
- Motion graphics
- Premiere Pro
- After Effects
- Art Direction
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Strengths

- Narrative creation and storytelling
- Adobe Premiere Pro and After Effects
- Full creative skill set
- Adaptable and resourceful
- Business minded
- Strong work ethic
- Keen visual eye
- High understanding of optimisation for social outputs
- Highly organised

Education

Bachelor of Communication (Advertising) with Distinction, RMIT, Melbourne