



Ben Evans

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Ben@EnglishPhotographer.com

- **English Language Teacher** – Cambridge University CELTA from Teaching House, Oxford
- **Native British English Accent** - (Received Pronunciation – like Prince William; proven by business psychologists to be more authoritative, more believable and more likeable by international audiences. Less than 3% of native English speakers have my accent)
- **Professional Voice-Over Artist & Script Writer** - (Clients include Microsoft)
- **Author** – ('The Essentials of Modern Marketing', 'Photography: The Few Things You Need To Know', 'Bread & Bulls Poetry')
- **Commercially Minded** – Project-Managed five countries' agencies for the world's largest market research company; personally responsible for running and delivering surveys worth £1.5+ million
- **Well-Educated** – Top British private school & 2.1 BA Honours degree in English from a Top 10 English University
- **Discreet** – Previous clients include Royalty, Aristocracy and celebrities, discretion guaranteed
- **Well Travelled** – From Sierra Leone and Belize to Monaco and Miami Beach
- **Friendly, Professional & Impeccably Presentable** – No tattoos, no smoking, very healthy
- **Full, Clean UK Driving Licence**

Key Skills:

- Strong written, verbal and visual communication skills to communicate and teach ideas clearly and understandably to a range of audiences, including public speaking & sales. Conversational Spanish.
- Deep understanding of copywriting for SEO, data-driven copywriting for social media and Neurolinguistic Programming (NLP), including the use of applied psychology techniques for persuasion.
- Marketing strategy and tactics expert, online and offline including SEO, PPC copywriting, display ads design, paid & organic social, B2B and B2C. AdWords, Facebook and media buying.
- Logical and precise research skills. Ability to collect, collate and communicate disparate, complex data.
- Excellent IT skills; HTML, Adobe Premier Pro, Adobe Photoshop, Capture One Pro, DaVinci Resolve, Lightroom, Excel, SQL, Audacity, Illustrator and Wordpress.
- Instructor-level understanding of photography (digital & analogue) and videography.

Key Experience and Achievements:

- Created & taught a series of English-language courses to Catalan-speaking pensioners
- Taught English and Mathematics at the Dove Orphanage, Freetown, Sierra Leone
- Photographed/ videoed/ taught Prince Charles, several Saudi Princesses, UK Prime Minister David Cameron, Duke & Duchess of Marlborough, various British Army generals, MEP Nigel Farage, SoS Work & Pensions Dame Esther McVey, most awarded gold medallist Michael Phelps & coach, FM Boris Johnson, Maxi Jazz from Faithless, the former Ambassador to the US, Pitbull, BCN Mayor Ada Colau, Grant Nicholas from Feeder, BBC

Chris Evans, Billie Piper, Terry Eagleton, John Snow, Steve McCurry and more.

- Clients include; Procter & Gamble, Warner Bros, TNS Global, The Grenadier Guards' Colonel's Fund, Samsung for Big Spaceship, Pascoe Yachts (the Maltese Falcon), Royal Southern Yacht Club, Bayer Healthcare, Mencap, Intel, EMC, The Honorable Artillery Company, The Flight Center, The International Military Advisory and Training Team in Sierra Leone, Create, Black and White Photography Magazine, Ars Temp, The Art Center, SCM World, Tune at the Mobile World Congress, Syrian Refugees for Take Part Media, Model Management and the Melia Hotels Group.
- Exhibited in the Getty Images Gallery, the Houses of Parliament, Southwark Council Town Hall and more.
- Achievement of MTQ (Military Theory Qualification) 1 through the Liverpool Officer Training Corps (Territorial Army). Developed leadership, teamwork and time-management skills. And lots of ironing!
- Founding member of 'Sponge', a student business registered with Young Enterprise – working in Operations to import and sell merchandise from China and Pakistan.
- Set up a residential internship with a widely published British Philosopher, gained experience with the publishing industry, and learned innovative ways of thinking.

Career Summary:

Freelance Photographer & Videographer

June 2002 - Present

- Commercial experience of creating, post-processing and delivering high-quality imagery to demanding clients.
- Successfully won a contract with KPK Entertainment to provide coverage of two fashion events that were publicised both in the U.K. and internationally. Recruited and managed a team of five photographers/videographers and two assistants to do so.
- Undertook photographic and graphic design work for the SLA (Sierra Leonean Army) on behalf of IMATT (International Military Advisory Training Team) in Freetown, Sierra Leone.
- Represented by Advocate, Wimbledon Village. www.Advocate-Art.com/

Graduate Project Executive, TNS Research International

April 2009 – October 2010

- The most profitable division, working for the two largest clients. Managed million-pound, international contracts from planning through to client delivery.
- The Large Panel contact for the Royal Mail survey; responsible for planning and implementing recruitment initiatives, panel communication management and client reporting.
- Project-manager responsible for five agency countries (Spain, Belgium, Finland, Iceland and Slovakia)

Sales Coach, National Geographic

October 2008 – April 2009

- Responsible for teaching presentation and sales techniques. Sales team leader, merchandise valued up to £52k.

Education:

2005-2008: Lancaster University, Lancashire (*Times Top 10 UK University*)

- BA (Hons) - English Literature (and Philosophy), Minor in Psychology, (2.1)

1999-2004: Cranleigh School, Surrey (*Exclusive British Private School*)

- 3* A2 GCSEs - English, Mathematics, and Physics, 2* AS GCSEs - Critical Thinking and Chemistry
- 11* GCSEs - A* - B

Leisure Interests:

Creating is my true love, even when I'm not working. I spend most of my time creating imagery or writing. To inform this, I read more than anyone I know. Qualified in skiing, powerboat driving, diving, teaching survival techniques, Tae Qwan Do and interested in writing, marketing, health-hacking, travel and animals.