

# Drew Lawrence

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## Personal Profile

I am a highly motivated, conscientious and flexible individual with over ten years industry experience working as a camera man. I am passionate about all moving image whether it be drama, documentary or advertising. I have a strong understanding of story and its applied use in all visual genres. I strive to find new angles, approaches and ideas so that I am able to offer the best creative solutions.

I understand the needs of advertising clients, agency structure and the dynamics of a creative team. I have experience of developing campaigns from initial ideas through to delivery. I work effectively as part of a production team and also as sole producer/director. I pride myself on working efficiently on set and under pressure to complete productions on time and budget. I am very organized and enjoy the challenge of problem solving. I am a considerate communicator, a good listener and an effective collaborator which ensures that I can get the best for, and from, cast, crew and clients.

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## Commercial & Online Digital Content

Title	Company	Client
Instituto Marangoni	Agnes B	Agnes B
Waitrose 'Scrumptious Summer'	Annex	Waitrose
Dove 'Ultimate Repair'	Unit 9	Unilever
Rodger Dubuis 'Harrods Launch'	Unit 9	Rodger Dubuis
Nike 'Kane'	FB Factory	Nike
Belvita	Unit 9	Belvita
Ali Express	Unit 9	Ali Baba
Maybelline 'How to Films'	Bespoke Banter	Maybelline
DSC & Hoonigan Racing	Dial M Films	Hoonigan
Jaguar SVO App	Jaguar	Spark 44 / Raven
Norvartis	Norvatis	Dial M Films
Tk Maxx (Internal)	Tk Maxx	Tk Maxx
Michelle Roux Recipe Film	Albert Bartletts	Albert Bartletts
Hurst Magazine (Winter 16)	Hurst Magazine	Hurst
Perfect Sound Track	Google	Google
The Papered Parlour	RSA	Papered Parlour
Hamburg Launch	Paul Smith	Paul Smith
Striking Angles	Amplify/Jotta	Lexus
Photo Academy	Jotta	Sony
C.O.D. Road to Gamescom	Jotta	Activision
Why Wait	Jotta	Intel
L'Oreal	Dial M	L'Oreal

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## Drama

Red Light	Serotonin Films
Wake	Dial M Films
Dirt	Dial M Films

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## Documentaries

Flat Track	Death Spray Custom / Dial M Films
Things That Can Kill You	Death Spray Custom / Dial M Films
Mad Lib Uk Interview	Stones Throw
Manolo: The boy who made shoes for lizards. Interviews	Bespoke Banter