

FRANCOIS CUMUNEL

DIRECTOR - EDITOR - MOTION DESIGNER

I am a French/Australian dual national, I hold a Master in cinematographic studies and have been a content creator for over 15 years. Creative at heart, I pride myself on doing world class work on the biggest and most challenging brands. Whether it's a digital campaign or a big brand campaign they all need great storytelling and innovative visual treatment. My approach is client centric with human insight driven idea and pixel perfect... always.

EDUCATION

Master | Cinematography

University of Rennes 2 | France
 2005 -2006

My dissertation focussed on
 The space of the decay in the tetralogy of the Living Dead of George R. Romero. I also completed courses in media ethics, influence of sound, and analysis of film.

1y Post Grad | Audiovisual Tech.

University of Rennes 2 | France
 2006-2007

Focused on the techniques (filming, sound recording, assembly, multimedia integration) as well as the theoretical and social context (principles of digitalization, project management, legal and ethical aspects of media)

MY EXPERIENCE

Creative Director/Director

Elastic | Melbourne
 2015 -2021

Originally called Projekta, I was hired to lead the post production department in 2015, supervising a team of 4 editors and delivering world class branded content for clients like Daikin, Kia, Qantas, Procter & Gamble... In 2018, I was given the opportunity to open the Melbourne office under the multidisciplinary title of CD, Director.

Head of Production

PZ | Sydney
 2014 -2015

Production of Branded Content and TVC for clients like Universal Music, Sony. From product Activation to Events and Social conscience projects

Head of Post Production

The Conscience Organisation | Sydney
 2013 -2014

Post-Production of TVCs and Digital Content for The Conscience Organisation (TCO) in Sydney. Clients including Nestle, Pure Blonde, Coca-Cola, O'Brien Glass, Bendon Lingerie.

Senior Editor - Motion Graphic - Director

Kik Digital | Darwin
 2011 -2013

Production of local TVCs, small budgets but loads of fun and very enriching experiences.

Senior Editor

Prodigious | Paris
 2007 -2010

Editing global TVCs for Orange, Reporters without Borders, Renault, Garnier, Lexus, Toyota and Wonderbra



MY SKILLS

Premiere ██████████
 After Effect ██████████
 Camera work ██████████
 Photoshop ██████████
 Photography ██████████

LANGUAGE

English ██████████
 French ██████████
 Italian ██████████
 Spanish ██████████

EXPERTISES

Creative Director
 Directing
 Post- Production
 Team Leadership
 Adobe Certified Expert

PASSIONS

Volunteer Creative Director for a New York based NGO Syrian Music Preservation Initiative
 Photography
 Music Videos
 Volunteer Australian Environmental Film Association (AEFA)