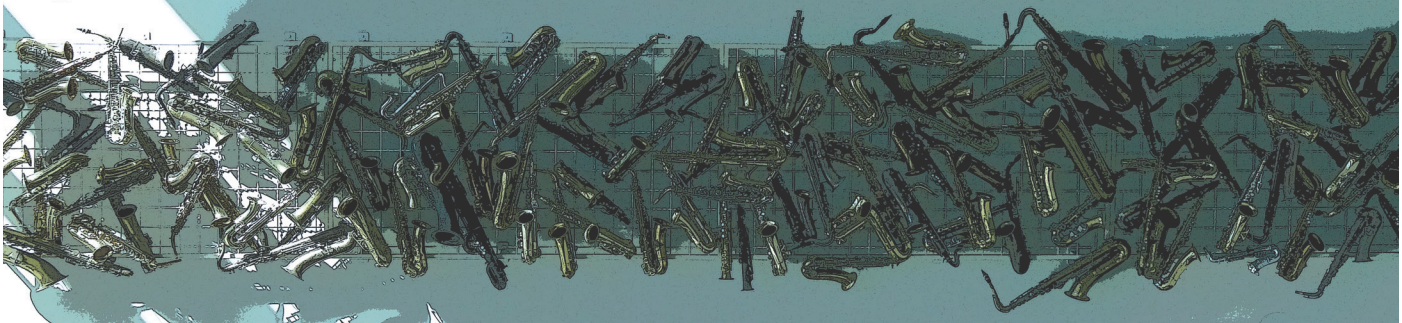
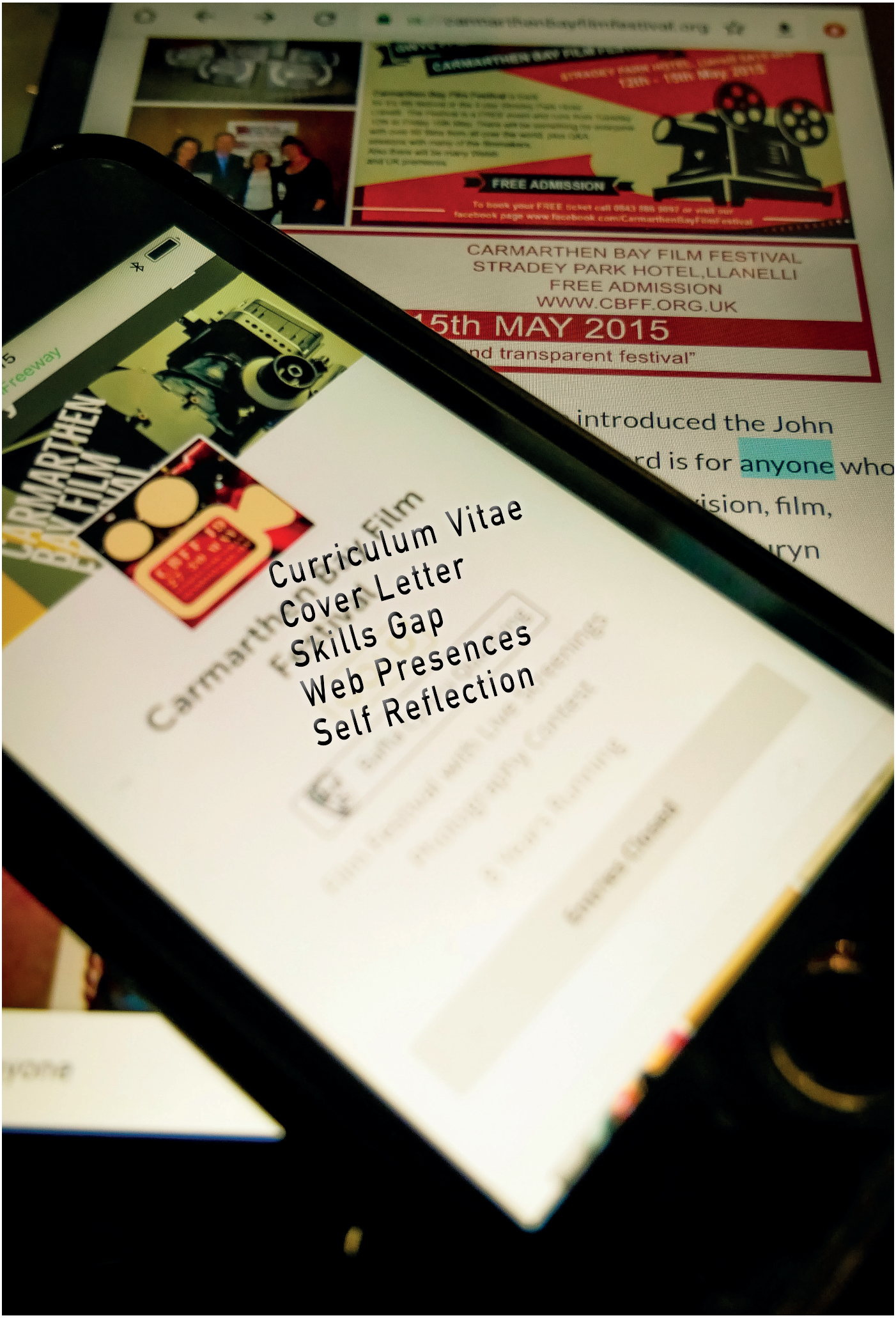
Kelvin Guy Professional Development Portfolio




FREE ADMISSION
CARMARTHEN BAY FILM FESTIVAL
STRADEY PARK HOTEL,LLANELLI
FREE ADMISSION
WWW.CBFF.ORG.UK
15th MAY 2015
introduced the John
anyone who
Curriculum Vitae
Cover Letter
Skills Gap
Web Presences
Self Reflection

Kelvin Guy

CEO/Founder Carmarthen Bay Film Festival and the John Hefin Award
kelvinguy@cbff.org.uk

Summary

I first became interested in film while researching the life of Wales' very first Hollywood film star and my relative Gareth Hughes. Because of my research a documentary was made which I also produced. It's because of this I decided to start a film festival which I have run for the last eight years in Llanelli. For the last four years I've also been a member of BAFTA Cymru, and I've had the privilege to sit on many judging panels over the years. I am also very committed and passionate about being creative and helping others to achieve their full protentional in any way I can.To be able to give myself a better understanding of the film making process I'm now in my 2nd year studying for a BA (Hons.) in Film and Visual Culture at UWTSD Carmarthen.

Experience

Festival Director Wales International Film Festival
December 2016-Present

Film Festival Consultant/Advisor
May 2016-Present

Founder and Director the John Hefin Life-Time Achievement Award
January 2016-Present

Executive Producer The Dancer and the Boy (2014) Dawn Fields.USA.
July 2014-September 2014

CEO and Founder Carmarthen Bay Film Festival
April 2011-Present

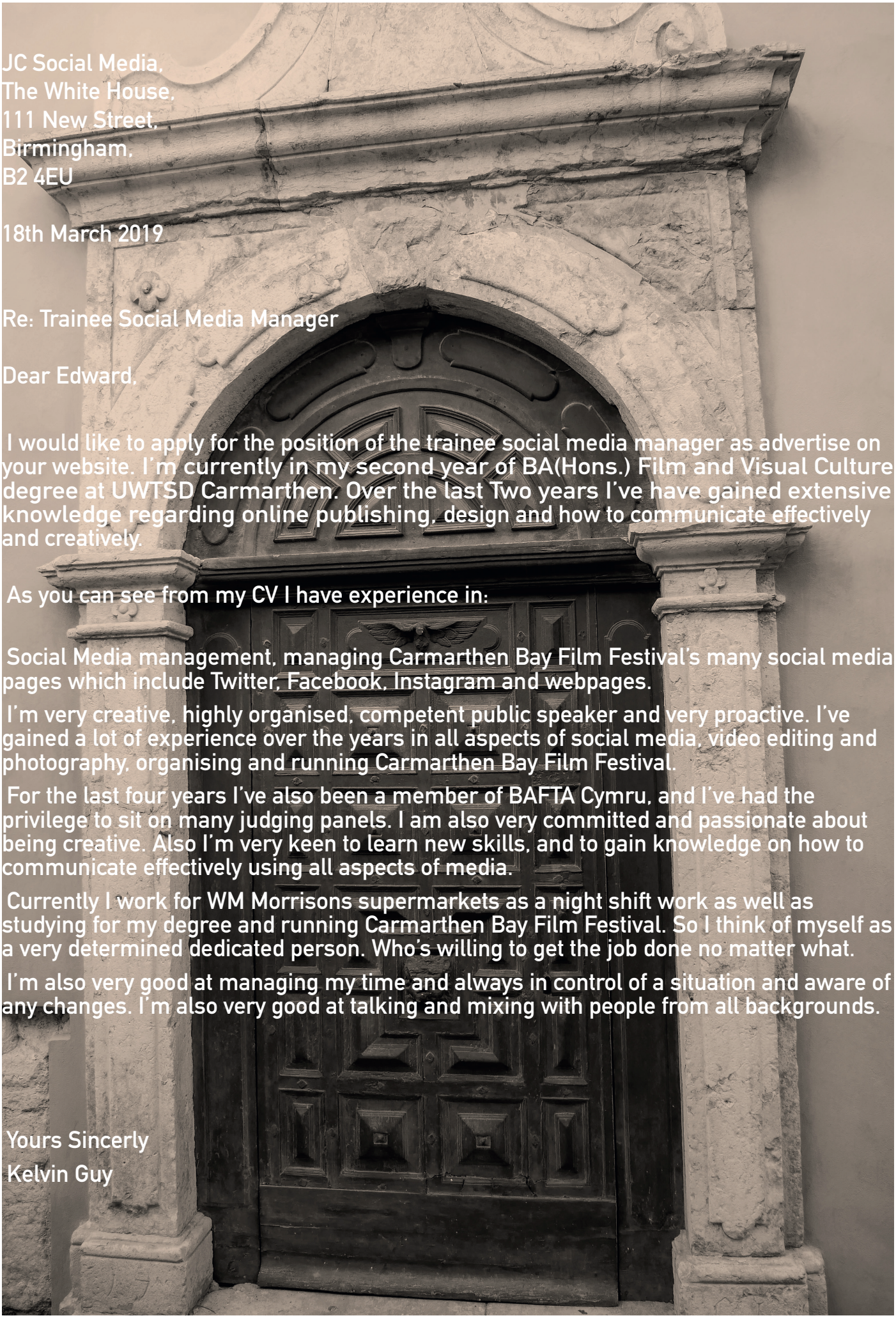
Official Documentary Maker 1911 Llanelli Railway Strike Commemorative Committee
January 2011-August 2011

Education

University of Wales Trinity Saint David Carmarthen
Bachelor of Arts-BA (Hons.) Film and Visual Culture, 2017-Present

Specialties

- Social Media
- Photography
- Video and Sound Editing
- NVQ Assessor
- LGV Class



JC Social Media,
The White House,
111 New Street,
Birmingham,
B2 4EU

18th March 2019

Re: Trainee Social Media Manager

Dear Edward,

I would like to apply for the position of the trainee social media manager as advertise on your website. I'm currently in my second year of BA(Hons.) Film and Visual Culture degree at UWTSD Carmarthen. Over the last Two years I've have gained extensive knowledge regarding online publishing, design and how to communicate effectively and creatively.

As you can see from my CV I have experience in:

Social Media management, managing Carmarthen Bay Film Festival's many social media pages which include Twitter, Facebook, Instagram and webpages.

I'm very creative, highly organised, competent public speaker and very proactive. I've gained a lot of experience over the years in all aspects of social media, video editing and photography, organising and running Carmarthen Bay Film Festival.

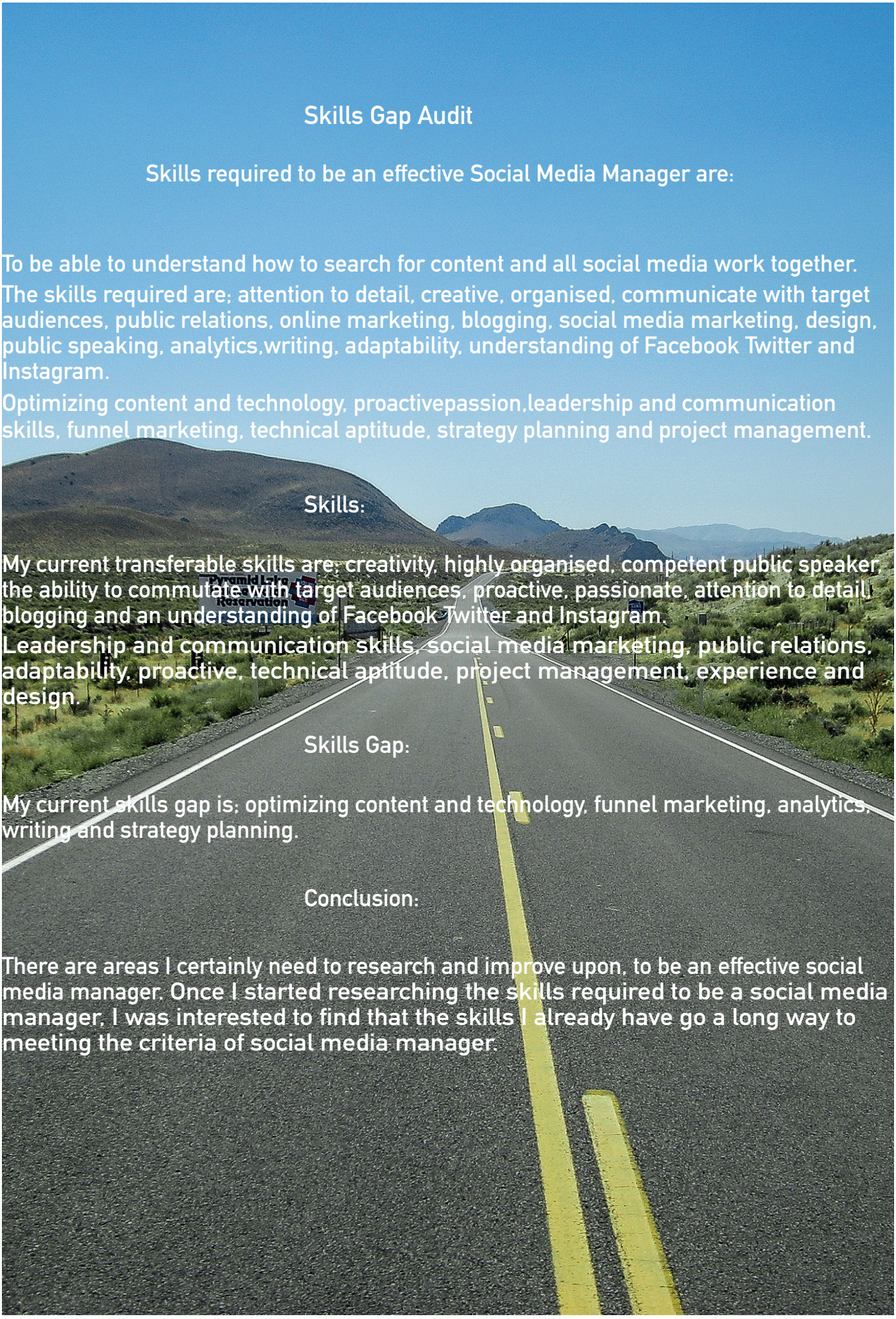
For the last four years I've also been a member of BAFTA Cymru, and I've had the privilege to sit on many judging panels. I am also very committed and passionate about being creative. Also I'm very keen to learn new skills, and to gain knowledge on how to communicate effectively using all aspects of media.

Currently I work for WM Morrisons supermarkets as a night shift work as well as studying for my degree and running Carmarthen Bay Film Festival. So I think of myself as a very determined dedicated person. Who's willing to get the job done no matter what.

I'm also very good at managing my time and always in control of a situation and aware of any changes. I'm also very good at talking and mixing with people from all backgrounds.

Yours Sincerly

Kelvin Guy



Skills Gap Audit

Skills required to be an effective Social Media Manager are:

To be able to understand how to search for content and all social media work together.
The skills required are; attention to detail, creative, organised, communicate with target audiences, public relations, online marketing, blogging, social media marketing, design, public speaking, analytics,writing, adaptability, understanding of Facebook Twitter and Instagram.
Optimizing content and technology, proactivepassion,leadership and communication skills, funnel marketing, technical aptitude, strategy planning and project management.

Skills:

My current transferable skills are; creativity, highly organised, competent public speaker, the ability to commutate with target audiences, proactive, passionate, attention to detail, blogging and an understanding of Facebook Twitter and Instagram.
Leadership and communication skills, social media marketing, public relations, adaptability, proactive, technical aptitude, project management, experience and design.

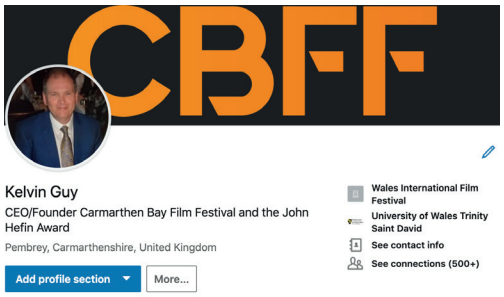
Skills Gap:

My current skills gap is; optimizing content and technology, funnel marketing, analytics, writing and strategy planning.

Conclusion:

There are areas I certainly need to research and improve upon, to be an effective social media manager. Once I started researching the skills required to be a social media manager, I was interested to find that the skills I already have go a long way to meeting the criteria of social media manager.





LinkedIn Profile
https://www.linkedin.com/in/kelvin-g-84b18410/



Facebook Professional Profile
https://www.facebook.com/kelvin.



Carmarthen Bay Film Festival Profile
https://www.facebook.com/CarmarthenBayFilmFestival/



Magpie Grove Productions Twitter
https://twitter.com/magpiegroveprod



https://twitter.com/cbffwales



https://twitter.com/myunimedia

Self Reflection

Before starting this reflection, I looked at reflective practice and the theorists behind it.

I have based my self-reflection on Rolfe's theory; What? So what? Now what?

What is the problem/difficulty? So what does this tell me/teach me? What do I need to do to improve this? (Rolfe et al. 2011).

When thinking about which skills I would need to pursue a career as a social media manager, for example attention to detail, creativity, organisation, to be able to communicate with target audiences, public relations, online marketing, blogging and social media marketing. I was quite surprised by the amount of transferable skills I already had, by improving them I have been able to apply a developed professional knowledge to this module.

When I first started Carmarthen Bay Film Festival, I had no experience or understanding of how to manage any type of social media platforms for business purposes. But over the years and after some research I've been able to gain the skills and knowledge needed to confidently run the Film Festival on all social media platforms.

After starting my degree last year, I've also gained many new skills and my understanding has increased in many fields, which include photography, design, research and writing, during the course I have also learnt to confidently embrace my creative abilities.

I understand there is always more to learn in an ever changing social media environment, the next few months will give me the opportunity to improve and gain more skills needed to be a successful social media manager. This opportunity will give me the evidence to present to protentional employers.

I've really enjoyed putting the portfolio together using the photographs I've taken over the years, trying to incorporate the photographs in a reflective manner. The number of social media platforms I manage for the Festival and professional development has been surprising as I had not counted them before I started this module.

There are areas I'd like to improve and expand my knowledge such as; web design, marketing and understanding analytics. However by the end of this module I hope to be able to have a better understanding of social media and how it can be used not only to improve business but quality of life.

Reference:

Rolfe, G., Freshwater, D., Jasper, M. (2001) Critical reflection in nursing and the helping

professions: a user's guide. Basingstoke: Palgrave Macmillan.