


# Hayden Kracke

Digital TV Production Student

07733 721572 

kracke.hayden@gmail.com 

<https://portfolio.haydenkracke.co.uk> 

My name is Hayden Kracke and I am currently living in London as a TV Production Student at Ravensbourne University. I pride myself on my eagerness and ability to learn. My longing desire to work in Television Production.

Over the last few years, I have allowed myself to get a lead into the digital industry by gaining jobs in marketing sectors of companies as well as offering freelance digital services such as Website Design and Video Production to other small businesses. Due to my attention to detail, I am constantly absorbing ideas from everyday life and I am very passionate about my work. My future goal is to work in the Television Industry.

## Education

- **St Philip Howard Catholic High School** 2013-2019  
Middle and Upper School, Received 10 GCSE's
- **Havant and Southdowns College** 2019-2021  
UAL Extended Diploma in Film and TV Production  
*Distinction*
- **Ravensbourne University London** 2021-2024  
BA(Hons) Digital Television Production

## Achievements

- **World Skills UK Silver Medallist - Digital Media Production**  
I took part in the UK biggest Digital Media competition, where teams from around the country entered to win Gold. I was the Director and Team Leader and we went through 3 stages to reach the finals, where we achieved a Silver Medal.
- **Full UK Drivers Licence**  
I have driven a variety of vehicles, from all different cars (both Automatic & Manual) to large vans. I am also confident driving long distances.
- **Bronze DofE**
- **Qualified Sailing Instructor**  
I am a fully qualified Dingy Sailing Instructor. This involves teaching children and adults how to sail a boat This has helped me improve my leadership skills, along with my ability to lead and work with others.

## Relevant Work Experience

- **Freelance Video Production** 2018-Present  
I became a freelance Video Producer as a side hobby. This has led to me gaining experience working for a variety of clients and has improved my time management, project management, client relations, outsourcing and visual problem-solving. I have developed skills in design, aesthetics and the ability to operate with professionalism by creating professional paid content for clients including 2D animation and Promotional Videos.
- **Spirit FM Sussex - Digital Content Creator** 2018-2020  
Within the role, I had to edit video footage that was sent to me by my line manager and create the video to how the client desired it. I also had to design graphic work for sponsored campaigns that involved competitions for people to enter on social media.

## Notable Credits

*Available on my Online Portfolio*

- **Monthly Mashup** Dec 2021  
Director - TV Current Affairs Show, University Project
- **Climate Change Special** Nov 2021  
Director & Team Leader - World Skills UK Final  
- Achieved a Silver Medal
- **HOW TO: Regional News Report** Jul 2021  
Director & Team Leader - World Skills UK  
Semi-Final
- **Twenty Twenty Won** Jun 2021  
Director, Producer & Editor - FMP for my College  
Diploma - TV Game Show
- **Today's Student - A Survival Guide** Jun 2021  
Director & Team Leader - World Skills UK  
Submission
- **Sex Education** Feb 2021  
Director & Editor - Remake of the Pilot Episode  
for College Project
- **HSDC Rocket League Cup** Mar 2021  
Director & Producer - Live Streamed E-Sports  
Tournament - Remote Production during  
Lockdown
- **Spirit FM - Animated Promo Video** Apr 2020  
Animator - 2D Animated Promotional Video for  
a Client

## Other Work Experience

- **Freelance Web Designer** 2018-Present

I became a freelance Website Designer as a side hobby, along with doing video production.

- **Hospitality Experience** 2018-Present

Having worked in Hospitality, it has allowed me to develop better social skills and strong communication skills.

- Fino - Restaurant and Bar | Waiter 2018-2020
- Goodwood House | Wine Waiter (Supervisor) 2018-Present
- Butlers Restaurant and Bar | Waiter 2020-2021
- Amerigo Vespucci | Waiter 2021
- Blacklock | Waiter 2021-Present

## Personal Attributes

- Responsible
- Strong Work Ethic
- Team worker
- Self-Motivated
- Professional
- Positive
- Adaptable
- Proactive
- Independent
- Confident

## Professional Skills

- Video Production
- Studio Production
- Post-Production
- Research
- 2D Animation
- Graphic Designing
- Website Design
- Production Planning

## References

### Spirit FM - Sally Austin

Spirit FM first met Hayden when he applied for work experience with us, at the time we didn't actually take students under the age of 18 – however after his interview we made the exception for this extremely bright and charismatic young man as we knew we had discovered someone very special.

It was clear from day one that we had found an absolute gem, not only was Hayden exceptionally knowledgeable in the world of digital (websites, SEO, social media, videos, graphic design etc) but he was also such an incredibly personable young man and could engage confidently with people across the business. In fact, he excelled so much in his weeks work experience with Spirit FM that I signed him up immediately on a freelance contract so we could utilise his immense talents in the future (without of course impeding his education). Please notice I use the word 'with' Spirit FM rather than 'for' Spirit FM when talking about Haydens first week with us, this is because from day one he integrated himself not only with the digital department but with the whole team at the radio station and he felt like a full-time staff member of the team immediately.

Although we loved having Hayden working from the radio station as he was very suited to the office environment, for the freelance tasks we offered him it was often easier and more efficient for him to do them from home – something Hayden is just as capable of as he proved on many occasion. I would have no issues or reservations at all for recommending him for a position that was office based or remote, whether that was part of a team or an individual position as he is extremely capable of all of those.

We thought that much of Haydens ability and creativity that when it came to designing and producing the video that would be featured at the top of our 'Advertise with us' page and shown to all prospective clients, it was him we chose to create this for us. It was an amazing success and we used it immediately. During the creation of the promotional video I had a few suggestions as to how I perceived it would work best, when Hayden thought something else might look and work better he approached his alternative suggestions in a very tactful and professional way, and of course he was absolutely right and we used his version every time!

We have 6 core values at Spirit FM: 'Open, Honest, Fair, Unconventional, Fun and Professional', Hayden displayed all of those values in equal measures with everything he did for us.

If I had to describe Hayden to you, I would say he was a 'never-ending knowledgeable sponge!' Which may sound 'unconventional', but he came to us with a base knowledge and persona that we loved, but absorbed every piece of training and feedback like a sponge and was always willing to be open to that feedback in order to help him improve and grow – all of which he picked up on immensely quickly and put in to action immediately. Quite simply an extraordinary young man that would be an absolute asset to any team or business and I cannot recommend him highly enough.

If you would like any more information or a verbal reference of any kind, please call me on 07976 024452.

Kind regards  
Sally Austin  
Spirit FM  
Managing Director