

ISLA CRUMMACK

SENIOR VIDEO EDITOR

CONTACT:

 islacrummack.co.uk

 Liverpool

 islacrummack@gmail.com

 07951632782

SKILLS:

Adobe Premiere Pro

DaVinci Resolve

Adobe After Effects

Adobe Audition

Adobe Photoshop

Adobe Illustrator

Adobe Lightroom

EDUCATION:

**BA (Hons)
Film & TV Production**

York St John University, York

Class II Division I

Sep 2007 - May 2010

**National Diploma
Media Moving Image**

Barnsley College, Barnsley

Distinction

Sep 2005 - May 2007

PROFILE

Passionate and dynamic storytelling video editor with 14 years experience in the sports media industry.

EMPLOYMENT HISTORY

MANCHESTER UNITED, Manchester

Senior Video & Content Editor - Aug 2025 - Present

Video & Content Editor - Jan 2020 - Aug 2025

- Craft and deliver emotionally grounded storytelling across brand campaigns, player features, and partner activations for a global audience of over a billion fans.
- Shape creative direction through edit, pacing, and sound - ensuring every piece feels authentic to the club's heritage and evolving identity.
- Collaborate closely with producers, directors, and designers to develop concepts that balance cinematic storytelling with social-first speed.
- Mentor junior editors on narrative structure, efficiency, and creative problem-solving to strengthen overall team output.
- Trusted with high-profile and sensitive projects for senior stakeholders and global partners, from internal brand films to major marketing campaigns.
- Champion new post-production workflows and technologies that improve turnaround times and consistency across departments.

DAZN, Leeds

Production Coordinator - Jul 2019 - Dec 2019

- Coordinated the production of several projects simultaneously, meeting tight deadlines and delivering high-quality results.
- Facilitated the consistent delivery of high-quality promos for both the DAZN platform and social media.
- Introduced a new workflow that increased productivity and reduced the number of quality check fails for transmission.

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TELEVIDEO, Sheffield

Senior Video & Graphics Operator - Feb 2015 - Jun 2019

- Progressed from editor and trainee VizRT operator to senior editor and assistant producer.
- Took a senior role in creative decision-making across broadcast openers, promos and features for clients including Sky Sports, BBC, BT Sport, Premier Sports, Freesports, ESPN and Channel 5.
- Operated VizRT graphics on countless live events including the Scottish Premier League, Champions Hockey League, British Superbikes, MTK Boxing, Netball Superleague, EFL Cup, Taekwondo World Championships and the Women's World Cup.
- Managed and trained junior editors and graphics operators.

BRADLEY MEDIA, Leeds

Video Editor - Feb 2014 - Nov 2014

- I was part of a team of creatives who produced content for brands such as Ladbrokes, Aagrah and Randox.
- This content included TV commercials, brand films, promos and corporate videos.
- Researched and implemented new techniques and technologies to enhance the video production process.

RED BULL MEDIA HOUSE, Salzburg, Austria

Video Editor - Feb 2012 - Feb 2014

Video Editor Intern - Sep 2011 - Feb 2012

- While still an intern, I was selected to work with a producer to edit a six-part webisode series for Red Bull TV.
- Edited and delivered hours of content including features, promos, clips and webisodes for worldwide distribution on Red Bull TV and social media channels, as well as documentaries and magazine shows for the multinational channel Servus TV.
- Attended numerous live events as the onsite editor, turning around highlight clips overnight for news and social outlets.