

# ALEXANDER COCKBURN

Senior Video Editor (Commercial & Branded Content)

Premiere Pro/After Effects / Resolve/ AVID

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## PROFILE

Award-winning commercial and branded content editor whose work includes the International Emmy-nominated series 'The Mandela Project'. Specialising in high-end campaigns, digital storytelling and agency-driven work, his credits include projects for MINI, Samsung, Jaguar Land Rover, Nissan, Hilton, American Express, Visa and Starbucks, working with leading agencies and production companies including McCann, TBWA, VCCP, Adam & Eve, MullenLowe, UNIT9, C4 and Cheil.

Originally starting his career directing and editing music videos for labels including Mute and Sony, he developed a strong visual sensibility and instinctive understanding of rhythm, tone and storytelling. His background in music videos and documentary storytelling gives his commercial and corporate work a strong sense of narrative, pace and visual style.

Alex works closely with agencies and directors to craft visually engaging films across campaigns, social content and digital series. Alongside editing he integrates After Effects motion design and graphics, and uses AI-assisted tools such as Nano Banana and Eddie AI to streamline workflows, organise material and accelerate post-production.

Calm, collaborative and comfortable working at pace, Alex is equally at home working closely with directors and creatives in the room or independently shaping edits from script, rushes and reference material.

## PROFESSIONAL EXPERIENCE

### **Video Editor (Senior) - Sun Originals, News UK**

**3 February 2025 - March 2026**

- Senior creative contributor across multiple lifestyle (Fab Magazine & Life-Styled!) and sports video formats for Sun Originals, a new digital-first venture under the News UK umbrella.
- Delivered predominantly YouTube and social-first content, editing influencer-led and presenter-driven shows for large online audiences.
- Worked closely with Creative Directors across fashion, lifestyle and sport to shape new series concepts and develop formats from early ideas through to delivery.
- Partnered with development and audience teams to refine content strategy and optimise edits for engagement, CTR and watch time.
- Played a key role in branded and sponsored series, aligning editorial storytelling with commercial partners while maintaining audience relevance.
- Supported end-to-end post-production: offline edit, motion graphics, finishing and multi-platform delivery.

### **Freelance Video Editor - Commercial, Branded & Factual Content**

**2013- February 2025**

Worked freelance across TV and digital commercials, branded and factual projects for global creative agencies, studios and broadcasters, including Spring Studios, TBWA, McCann, Saatchi & Saatchi, Condé Nast, UNIT9, Fremantle, C4, BBC and ITV

## SELECTED COMMERCIAL

MINI — 'On Set with MINI Connected' Sponsorship Bumpers Dir. Bipolar Studio — UNIT9  
SAMSUNG — 'For Everyday' Campaign Curious? / Iris  
JAGUAR LAND ROVER — 'Waste to Waves' Campaign Foxtrot Papa  
NISSAN — 'I Am Agent 23' Cinema Spot Dir. Alex De Rakoff — UNIT9  
VISA — UK & Ireland Campaign Dir. Gar O'Rourke — Prodigious Worldwide  
DOUBLETREE BY HILTON — 'Warm Cookie Awaits' TVC Slider Creative  
AMERICAN EXPRESS — 'Small Is Beautiful' TVC Mcgarrybowen  
DOVE — 'RIMBA Collective' Campaign Dir. Stuart Parr — Fresh Film Productions  
HAPPY EGGS — UK TVC Dir. Dan Humphreys — Curious? Productions  
RIMMEL LONDON — 'Wonderluxe' TVC Dir. James Barnfield — Spring Studios  
TRESEMMÉ — 'At Home Styling' Campaign Fresh Film Productions USA  
STARBUCKS — 'Lombardia Capsules' Campaign Dir. Sam Robinson — TBWA London

## DIGITAL & YOUTUBE FORMATS (SELECTED)

KNORR - 'Bouillon Bag' Mullenlowe/Curious? Dir. Sean de Sparing  
SAMSUNG - 'For Everyday' Iris/Curious? Dir. Dan Humphreys  
SURF - 3 x 'Dani Dyer' Adam & Eve/Fresh Film Prods Dir. Emily Freda Sharp  
POT NOODLE - 'Doppleganger' Adam & Eve/Fresh Film Prods Dir. Laura Borgio  
MINI USA - 2 x 'VR Experience' Unit9/KKLD Dir. Bipolar Studio  
THE CONTENDER - Portrait series of upcoming British boxers - Newscorp  
BREITLING - 'Triathlon Squad'. Multiple DOOH. Spring Studios Dir. James Barnfield  
GILLETTE - 6'20" part of the 'GQ State of Man' Series. CONDE NAST  
GOOGLE ARTS & CULTURE - 5 x 5'30" 'Behind Closed Doors' Presented by Tom Scott exploring the Uffizi, Louvre and Natural History Museums. 1st Ave Machine (PREM/AFX)  
JAGUAR LAND ROVER - 1'35, 3 x 30" 'Waste to Waves'. Foxtrot Papa  
O2 - 5 x 10" - 60" Partnership with English RFU and Star Wars. VCCP

## DOC (SELECTED)

**The Mandela Project** - Paramount Global / BET / YouTube Originals (Avid)

*International Emmy nomination - Short Form Series*

**Real Time Crime (S1 & 2)** - Discovery+ / Netflix / Amazon Prime (Avid)

**My DNA Mystery** - Fremantle / TLC (Avid)

**The World's Most Luxurious Island** - Spun Gold TV

Award winning Short films and documentaries screened at BFI, Raindance, DOK Leipzig, Tokyo Lift-Off, London Short Film Festival, LA Shorts and more

## EDUCATION

MA Film Production (Distinction) - Raindance Film School (University of Staffordshire)

PG Diploma Experimental Film (Distinction) - Northern Media School

BA (Hons) Theatre Studies & English Literature - University of Leeds

## AWARDS & RECOGNITION

International Emmy Nomination, (*Best Short Form Series*) - *The Mandela Project*

Best Editing - Monza Film Festival (*Shakes*)

BFI Script Development Grant + Arts Council England Project Grant