

Chelsea Dean

CREATIVE VIDEOGRAPHER & CONTENT CREATOR

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ABOUT

Creative videographer & content creator with 7+ years producing viral food & drink content for social media.

Currently handling the content production for **Planet Food** solo - developing ideas, styling food, filming, editing & analysing performance for brands including **Heinz UK & McCain UK**.

Also running **@chipsychels** - Experimental short-form content exploring food, crafts and creative ideas outside of client briefs.

EXPERIENCE

SENIOR VIDEOGRAPHER / CONTENT CREATOR

Planet Food - Digital 1 • Apr 2023 - Present

- **Lead end-to-end** production for Planet Food's social channels
- Produce **branded campaigns for Heinz, McCain & Maoam**
- Manage scheduling across Facebook, Instagram & Youtube Shorts
- Create **viral recipe & meme content** reaching millions of views
- Use analytics to shape content strategy & growth
- **Adapted from a team of 6** to running the channel solo

FREELANCE VIDEOGRAPHER & CONTENT CREATOR

Self Employed • Apr 2024 - Present

- Produce **branded** social video for food & lifestyle brands
- **Full workflow:** concept → filming → editing → delivery
- Shoot remotely from home studio or on location
- Create social-first content for reels, Tiktok & Shorts

VIDEO PRODUCER

Planet Food - Digital 1 • Apr 2020 - Apr 2023

- Helped grow **Planet Food** to **3M+** combined followers
- Produced social video & animation for multiple brands
- Adapted early content from FB Video to Tiktok & Instagram Reels
- Mentored junior video editors & creators

SIDE PROJECT

[📷 @chipsychels](#) **Food** • Drinks • DIY • Ideas • Fun



Develop new content formats for TikTok, Reels and Shorts



Experiment with food styling, prop design and visual storytelling



Use the platform as a creative testing ground for new ideas

SKILLS

📺 VIDEO

- Premiere Pro
- After Effects
- Filming & Lighting
- Food & Prop Styling

☀️ CREATIVE

- Photoshop
- Illustrator
- Canva
- Motion Graphics

📱 PLATFORMS

- TikTok
- Instagram Reels
- youtube
- Facebook

💡 STRATEGY

- Meta Analytics
- Content Strategy
- Performance Optimisation

💻 PRODUCTION

- Remote Shooting
- Studio Setups
- Client Liaison

CURRENT CLIENTS

HEINZ
ESTD 1869

McCain

The Recipe Club

& more!

🎓 EDUCATION

BA (Hons) Television Production
UCLan
First Class Honours

Creative Media Production (L3 BTEC)
Runshaw College
D*D*D*