

## Sam Bassett

Senior Editor, Head of Department, Filmmaker

Sam is a senior editor, HOD and creative filmmaker with extensive experience working on high-profile projects for global brands, as well as in film and television. His portfolio includes two feature documentaries and collaborations with clients such as the BBC, PUMA, Harper's Bazaar, UEFA, Universal Music Group, and Vogue. Specialising in documentary and human-centred storytelling, Sam excels at crafting compelling branded and commercial projects, as well as artistic and cutting-edge film and video.

A versatile cinematographer and photographer, Sam is skilled in self-shooting and has worked as a producer/director on short films, branded content, and music videos. He has also held leadership roles in a studio environment, overseeing all aspects of projects, from concept development to production management and direction. As a head of department, Sam has nurtured teams and grown two successful YouTube and Instagram channels—SHOWstudio and Wall of Entertainment—garnering millions of streams each month.

2025

### Freelance Producer / Director / Cinematographer / Editor

Various Clients | Feb 2018 – Present | Various

- Expertise in producing, directing, cinematography, and editing, consistently delivering films that resonate with audiences and meet client objectives.
- Working with international brands and organisations including OncoDNA, Universal Music Group, and Zwiift.
- Demonstrated strong adaptability, working on a wide range of projects while maintaining a high standard of quality and creativity across multiple genres and formats, including music videos, brand films, campaigns, documentaries, socials and short films.

2023

### Head of Film / Senior Film Editor

SHOWstudio | Jan 2023 – Dec 2024 | London

- Spearheaded the film department supported by industry leading photographer Nick Knight, CBE, contributing to SHOWstudio's influential creative output and growing its reputation in the fashion and media industries.
- Helmed projects with clients including Alex Consani, Charlie Porter, Charlie XCX, eBay, Fantastic Toiles, Harper's Bazaar, Naomi Campbell, PUMA, The Kardashians, Travis Scott, V Magazine, and Vogue.
- Directed, edited and produced a diverse range of content, including documentary series, interviews, fashion films, and music videos, delivering high-quality, visually striking pieces that aligned with each brand's identity.
- Worked with fashion labels such as Balenciaga, Burberry, Chanel, Fendi, Loewe, Prada, Tom Ford, and Valentino.
- Responsible for the full production cycle, from concept to final cut, refining both editing and directing skills whilst managing a team.
- Developed strong knowledge in new technologies and AI tools, (including ChatGPT, Dall-E, ElevenLabs, HeyGen, Midjourney, Stable Diffusion, and Topaz) and integrated them into workflows.
- Produced and directed projects with 3D and VFX workflows in After Effects, Blender, Houdini, Nuke, and Unreal Engine.

2022

### Film Editor

Cardinal Releasing | Mar 2022 – Jan 2023 | Oxford

- Served as both offline and online editor for two feature-length documentary films, Link Wray: The Rock Prophet and Beyond The Decks, overseeing the entire editing process from rough cuts to final delivery.
- Collaborated closely with directors and producers to ensure the documentaries' narratives and visual styles were compelling and true to the stories being told.
- Managed the workflow and allocated daily tasks to the assistant editor.
- Contributed to the post-production workflow, ensuring smooth transitions between editing stages and preparing the films for their eventual release. Release TBC.

2021

### TV Features Editor

Whisper | Nov 2021 – Present | London

- Edited high-profile TV features for the UEFA Europa and Champions League Magazine Shows, delivering engaging and dynamic content for global audiences.
- Worked alongside producers and directors to ensure outputs aligned with UEFA's brand vision and storytelling standards.
- Edited under tight deadlines to seamlessly deliver content while maintaining high editorial quality.
- Performed quality control for broadcast across multiple territories, and consistency across multiple episodes.

### The University of Edinburgh

Master of Arts (MA), Film Directing | Sep 2021 – Jun 2022 | Edinburgh

- Completed a Master's in Film Directing at The University of Edinburgh, specialising in narrative and creative documentary filmmaking. His elective programme was in Philosophy of Design (Surfaces and Screens).
- Achieved a distinction for the degree and graduation film 'Atur,' which premiered at the British Shorts Film Festival in Berlin in 2024, securing 6th place in the Audience Award competition. [Watch 'Atur' here](#) with the password: young\_BEAR\_7
- Developed advanced skills in directing, with a focus on documentary storytelling and creative vision.

2019

**Aristoteles Workshop**

Short Course, Documentary Production | Aug 2019 – Sep 2019 | Romania

- Selected as the UK representative for the prestigious Aristoteles Workshop, which fosters a new generation of creative documentary filmmakers from around the world.
- Refined skills in directing, filming, and editing documentary over a 5-week intensive workshop, collaborating with international peers.

2016

**Producer / Director / Editor**

Angel Sharp Media | Nov 2016 – Present | Oxford

- Produced, directed and edited a wide range of factual and commercial content for clients including the Ashmolean Museum, BBC Ideas, BBC Sounds, The Francis Crick Institute, The Royal Society, University of Oxford, and Modern Art Oxford.
- Specialised in self-shooting directing, leading projects from concept through to final delivery, with a focus on interviews, storytelling, and factual formats.
- Gained expertise in interview techniques and developed strong editorial skills, delivering impactful and polished content under tight deadlines.

2015

**Production Assistant Intern**

Bullion Productions | May 2015 – Jul 2015 | London

- Provided support across a diverse range of projects, including music videos, TV series, short documentaries, and commercials.
- Gained hands-on experience in high-end production environments, contributing to all stages of the production process.
- Assisted with camera work, edited footage, and took on runner responsibilities during large-scale shoots, honing technical and organisational skills.
- Developed a strong understanding of set protocols, working with industry professionals to ensure smooth operations on set.

2013

**University of the Arts London**

Bachelor of Arts (BA), Media and Cultural Studies | Sep 2013 – Jun 2016 | London

- Discovered a passion for documentary filmmaking, merging academic studies in Media and Cultural Studies with practical creative expression.
- Achieved a final grade of 2.1.
- Sam discovered filmmaking as a powerful, non-linear form of communication and now advocates for its use in education, particularly for individuals with learning and developmental challenges.

In addition to his film practice, Sam has been a member of the jury for several film festivals. He has been a guest curator for the Video Art & Experimental Film Festival in New York, led workshops on experimental filmmaking at FASHIONCLASH in the Netherlands, and was President of Documentary at ASVOFF '24 in Paris. He has also written a number of articles and features on film, fashion and culture and has been featured in press via online magazines.

Sam continues to develop his own projects spanning both documentary and fiction, while also working with leading brands, agencies, and organisations across different sectors to create compelling, commercially viable, and boundary-pushing films.

**Press**[19.02.24 / Coeval Magazine, Interview Feature](#)[20.01.24 / The New Current Magazine, Interview Feature](#)[15.12.22 / University of Edinburgh, Degree Show Interview](#)[01.03.18 / Sabukaru, Interview Feature](#)**Curation**

15.11.24 / FASHIONCLASH - Jury

07.11.24 / ASVOFF - Jury, President of Documentary

04.06.24 / FASHIONCLASH - Bootcamp, Workshop Leader

18.11.23 / Video Art &amp; Experimental Film Festival, New York City - Jury and Guest Curator

17.11.23 / FASHIONCLASH - Jury

12.11.23 / Fashion Film Festival Istanbul - Jury

**Articles**[31.01.25 / rubberband. On Film, Fashion and Failure.](#)[23.02.24 / Skating and Fashion Filmmaking Through The Lens Of Antoine Plainfossé](#)[22.11.23 / Film Spotlight: SHOWstudio's Head of Fashion Film on 'HUM \(WE/US\)'](#)**Contact**

Mobile / 07966 801 027

Email / [samjbassett@gmail.com](mailto:samjbassett@gmail.com)LinkedIn / [www.linkedin.com/in/smbstt](https://www.linkedin.com/in/smbstt)Website / [www.sammakesfilm.com](http://www.sammakesfilm.com)