

Alumni in the Spotlight

Name: Amy Abigail Arden

Job Title: Videographer and Editor

Company: TechStyle

Year that I left Copley: 2008



What was your dream job when you were 10?

Film Director

What did you do when you left Copley?

I went to Ashton Sixth form and studied; Media, Film, Graphic Design and English Language. After that I went to The University of Huddersfield where I studied Media and Popular Culture. I was extremely lucky to have figured out the job I wanted at such a young age and be able to find ways to pursue when I don't come from a privileged background. Alongside studying I did work experience at several marketing and production companies to try to figure out which avenue I wanted to take once I had finished my education and that is when I found out about being a Videographer. I found out what steps I would need to take to get there. Shortly after finishing University, I got a role with I Saw It First as a Junior Videographer. Since then, I have worked with other big brands like Club L London, In The Style, Lullabellz and a few a start-up companies. Through the pandemic I picked up a lot of freelance work as I was on furlough and since then I have started a new job with a company based in Los Angeles and will be moving there at the end of the year.

What do you do day-to-day in your job?

My day-to-day work is very different to most peoples. Some days I'm in a studio making content for social media such as make up tutorials or styling videos. Other days I'm in an office editing the videos. But most days I'm out on location filming big campaign videos all over the world. I have been very fortunate to be able to travel with my job and luckily got a job in LA, which is where I've always wanted to be.

What skills and attributes do you need to do your job well?

Time management is a huge one. While working in a huge company like In The Style you have multiple projects going on at the same time with tough deadlines and then I have freelance work alongside that so in the beginning it was very hard to find a balance between my day job, my freelance work and then everything else you have to do. But once you figure out how its best for you to get things done and on time it makes things a lot easier and less stressful. Also, for the industry that I'm part of is knowing everything about it, take the time to learn about the history of the job you are in, the equipment you use, what other jobs are needed to support you and mostly learn people's names because social media is a huge part of this industry now.

What is your favourite part of your job?

Meeting new people has definitely been one of my favourite things. I've had the chance to work with and become friends with a lot of reality TV stars, influencers and models who have been such a pleasure to work with. As well as the people on camera I get to meet amazing creatives and when you're in that sort of work you need to surround yourself with like-minded people and you end up creating amazing things together.

What is your favourite memory of Copley?

I would probably have to say all the lessons that I had with Miss Flatley and Mr English. Two teachers that really saw potential in me and were great motivators. Mr English once told me that he couldn't wait to see my name in the credits of a film he watches and that's been something that has stuck with me for a long time. I would also like to say that for about half of my high school career I was suffering with a chronic illness and the staff were incredibly helpful and understanding during that time!