

William Cornelius
Freelance Photographic Assistant

Experience:

Over two years assisting has provided me with an in-depth and fresh perspective on photography. Undertaking roles ranging from 1st to 2nd assistant, production and digital operator I have a well-rounded, knowledgeable and structured approach to my role, carrying it out comprehensively whilst contributing both creatively and in the sheer effort I exert to make the shoot a success.

I have worked in advertising assisting on shoots for high end companies such as Channel 4, Cadbury, East Coast Trains, AXA, Sainsbury and Tesco whilst editorially assisting for GQ, The Guardian, The Telegraph, Which Magazine and more upon request. My social skills have therefore developed in knowing how to adapt and tailor my personality individually for each client, knowing both my job and also providing a trusted and socially adept member of the crew. In terms of genre I specialise in portraiture and still life but feel confident shooting both fashion and lifestyle as, when working freelance, I confidently adapt my assisting style depending on the size and desired end product of the shoot.

Photographers worked for:

- Nadav Kander
- George Logan
- Tim Flach
- Garry Simpson
- Rebecca Miller
- Sam Hofman
- Andy Wilson
- Terry Benson
- Alan Powdrill
- Toby Coulson
- Vue Photographic Agency
- Holborn Studios

Equipment and Software:

In terms of equipment I am completely confident using a range of camera equipment from Canon to Hasselblad and Phase One whilst utilising their comparable software packages such as Phocus, Capture One and Adobe Lightroom. This is also combined with my status as an ACA Adobe Photoshop Qualified individual which means I can confidently handle, sort and edit files for a range of uses.

Nearly all of my assisting work has been on artificially lit shoots which means I am confident using all flash and constant lighting ranging from Broncolor to Profoto, HMI's and Kino Flo. Working in studios regularly means that I have the ability to set up, produce and offer up solutions to any issue that may arise both photographically and in terms of lighting and general production. If I come into contact with new software or equipment I have the ability to learn thoroughly and quickly, making sure the final result is always flawless.

Personal Statement:

My exceptional working ethic means that I show complete commitment to any job that I am a member of. I am genuinely reliable, arriving on time and ready to work from the first minute of the day until the last, which has been credited by being offered and completing repeat work from all photographers that I have worked with whilst gaining recommendations from my peers.