

SWOT ANALYSIS

ROCHIELLE PARKES

STRENGTHS

- Knowledge with **Adobe Photoshop CS4, Serif Movie Plus 9, Macromedia Fireworks, Blufftitter Graphics, Microsoft Office, Adobe Audition CS4, Audacity, Final Cut, Adobe Premiere CS4**
- Speaks **English, Bisaya (Advanced) French (Higher), Tagalog (Intermediate), Spanish (Beginner), Italian (Beginner), Japanese (Beginner)**
- Excellent technical skills that include **editing (print, video & audio), cinematography, photography, graphics design, directing, set design, web design**
- Ability to **work well with other people** as well as **strongly on my own**.
- **Creativity** - this I believe is the strongest aspect that I have and not everyone has it.
- Able to work under pressure and meeting deadlines on time.
- Able to **analyse situations very quickly** and **solve problems** immediately.
- Good feedback with past work - My fellow students and lecturers have given me very good feedback on my work so far, therefore I have a good reputation on producing good quality work.
- **Good organiser** - I'm able to organise meetings, equipment that needed for production, I put people into suitable roles, any paperwork that needs to be done for production.
- **Strong work ethic** - I'm professional, diligent and caring when it comes to my work and to the people I work with.
- **Research** - I'm able to research information well and research things in advance such as researching thoroughly about the directors and films when I went to an Zipangu Film Festival in London.
- **Attention to detail** - I'm very detailed when it comes to my work and make sure that it is at professional standards.
- **Ambitious, Passionate, Determined, Hard-working, Motivated**
- Other skills include: design, reliable, patient, persuasive, quick-learner, good listener, attendance, memory, able to multi-task, good presentation skills, productive, focused

WEAKNESSES

- **Lateness** - I sometimes struggle to be punctual but I know that if I have a meeting with a client or have to be at work at a certain time then I will need to be punctual everytime, so I will have to work on this weakness.
- **Perfectionist** - I often like to make work perfect therefore if I don't feel that it is finish, I wouldn't show it off to the world because I feel that it is not good enough. Since I get so many ideas, I tend to move on to the next idea before finishing the previous idea.
- **Shyness** - People often see me as being shy and quiet therefore it's hard for them to see me being a leader. The past couple of weeks I have become more confident and I have also shown my fellow students and lecturers that I am able to lead as I am currently the director for the East Asian Film Society Production Crew and I was also the director for the TV show in 262MC Formats Production.
- **Lack of experience** - I will have to find lots of work experience for the upcoming weeks as it is important that you get a lot of experience in the industry. Experience is key as future employers will look at it in a positive aspect during the application process.
- **Communication skills** - I find it hard to approach people, however I find it easy to talk to them once I've approached them. I can't stand in front of a crowd and speak as I get very nervous.
- **Over polite** - I don't like confrontation therefore I avoid it. Sometimes I am too nice to say no, therefore I need to express my feelings more and say what I really feel.
- **Time management** - I need to work on my time-management skills so that in the future I will be able to work more efficiently and I will be less stress in meeting deadlines. I need to breakdown my tasks and work at each one by one. Using a timelog in the future
- **Transportation** - I haven't acquired my full driver's licence yet, therefore if a work placement requires me to travel a lot then I would find it difficult. It would also be useful to carry equipment if I had a car. Not being able to drive means that I have to rely on public transport. Most opportunities that I have looked at requires a driving license in order to get to their location.

OPPORTUNITIES

- **Contacts & Networking** - I have gathered contacts from people that I know and companies that I have researched through the Internet. My lecturers also have contacts of people in the industry so I will need to talk to them about work placement possibilities.
- **East Asian Film Society Production Crew** - I've been chosen to be the director of the production crew for the East Asian Film Society. I have been involved with interviews with directors, event promotion, film promotion, East Asian Film festivals in London, and this April I will be going to the Udine East Asian Film Festival in Italy for 10 days.
- **Freelance Video Production** - A documentary following the upcoming landscape architect called Rhea Parkes. I will be following her for a couple of weeks, documenting her landscape design process so that she can use it for her visual presentations in the future.
- **Personal Projects** - A documentary about ... in the Philippines. Also I am planning to produce and make a short film in the Philippines during the summer. I have an uncle in the Philippines who is a professional photographer
- **MDAFI (Marilou Diaz-Abaya Film Institute)** - This is based in Manila, Philippines. Marilou Diaz-Abaya is a female award-winning director in the Philippines and she is the two women in the Philippines to win a FAMAS. The film institute carries out internships during the summer.
- **Family relations in the Philippines** - I have an auntie whose husband is in the Filipino film industry. My aunties family is also in the entertainment industry and they are very famous in the Philippines. I've always been interested in Filipino films since I was younger, so it would be interesting for me to learn about the Filipino film industry.
- **Hidden Agency** - London based creative agency, specialising in Art direction, Film & Advertising, illustration, design, branding and fashion direction. I absolutely love their work and I will need to contact them soon to ask them about a work placement in their company.
- **Marie Claire New York** - At the first Professional Experience meeting, Steve mentioned that in the past there have been work placements at Marie Claire magazine in New York. I would love to be involved with the creative side of the magazine such as the photography and design. I will need to talk to Steve soon about whether this opportunity is still possible.

THREATS

- **Other students** - There will be a lot of students looking for work placements, so there will be a lot of competition out there.
- **Finance** - Funding for my international work placements will require a big amount of money. This will mean that I will have to find the money soon or else I will have to cancel the placements. Fundraising and looking for sponsors is the other option to raise money. The cost of travel/accommodation during placements will also be difficult especially if I'm there for a long time. I have family in the Philippines, therefore this will help me a lot on accommodation costs.
- **Leaving opportunities too late** - If I don't plan the placements in advanced then I might not make the deadlines to get that work placement. It is vital that I know when placement deadlines are and applying in advance will give me a better opportunity.
- **Being in an international country** - Obviously being in an international country is a threat as I will be travelling on my own. I have never been to America, so if I get the work placement in New York it will be my first time in the States. I used to live in the Philippines for 8 years and I have lots of family over there so it
- **Unforeseen circumstances** - My plan is to do work experience abroad, therefore I need to think of risks such as weather in that country during the time of my stay, anything that could stop me flying abroad such as last year there was the volcanic eruption in Iceland and the previous year there was the breakout of swine flu. Always prepare for the worst.
- **Travelling** - Travelling with equipment will be difficult for my individual projects, especially if I go to the Philippines as I am only allowed 30kg for the international flight and for the domestic flight it is 20kg allowance. With excess baggage means that I will have to pay more money. I will also need to be more vigilant with the equipment as I'll be in an international country.
- **Health & Safety** - If the work placement doesn't meet the university health and safety standards then I might not be able to do the placement. Obviously my safety is very important to the university therefore I need to analyse each situation before I apply for the placement. When I'm away abroad, I will need to have a mentor in that country to help me out with any problems that I encounter.