

# hi, I'm Nick Siepmann.

I make videos – shooting, editing, motion graphics.

I'm good at it, of course, but that's just the start.

I'm a seasoned video specialist with a focus on attention-grabbing visuals and clarity of communication. But with the added bonus of 10+ years' experience across audio production, graphic design, marketing and more, I have the **broad skillset needed to integrate perfectly with your big picture**. So whatever your always-on or campaign-based content strategy needs – I can help.

Professional, adaptable, with an eye for the human touch.

To hit your targets, you need to find and connect with your audience. I'll help you do just that.



[goodvideocompany.com](https://goodvideocompany.com)

[hello@goodvideocompany.com](mailto:hello@goodvideocompany.com)

Based in London, UK



# what I can do for you

- Full-suite **video creation** from concept to script to execution
- **Capturing quality** video and audio, anywhere from corporate offices to cow pastures
- **Snappy editing** style where vivid visuals never come at a cost to clarity or your brand's unique voice
- **Repurposing** existing media and user-generated content for use **across all platforms**
- **Content strategy & SEO** for campaigns and always-on marketing
- Getting the best out of on-camera and voiceover talent with **empathy and attention to detail**
- Building robust **content pipeline** processes
- Designing **supporting graphics assets**, including the striking thumbnails you need to get views

## Some clients

**CBRE**



## Software



# video samples

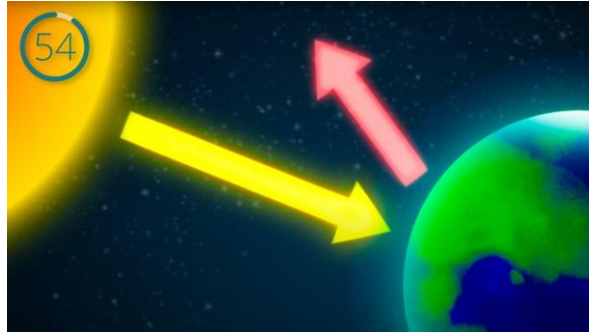
On-location multi-cam shoot



YouTube ad in multiple formats



Remote record with animation



Full animation in German



Punchy LinkedIn short



Stylish inspirational short



# case study: content production



Sustainability microlearning startup Stickerbook brought me onboard in 2021 to level up their videos – first as an editor, later as Head of Content. They aimed to grow their client base, and to create their first CPD-certified learning pathway.

To do this, I not only provided editing services, but helped them improve their scripting, and built a robust content pipeline.

Hundreds of videos, dozens of scripts, and five CPD-certified courses later, Stickerbook has grown its client roster from one to 22, and has won awards internationally.

*I thoroughly enjoy collaborating with Nick. He consistently demonstrates exceptional helpfulness, resourcefulness, and adaptability across every project we undertake together. Nick's innovative approach and dedication to solving challenges, coupled with his unwavering support for others, make him an invaluable asset to any team.*

John Isherwood

Co-Founder, Stickerbook



# case study: motion graphics



Serrala, a German-based fintech company, brought me on to create some animated videos to boost their online footprint. They already had good quality scripts, a strong brand and a medium-sized library of icons to draw from, but they needed me to bring those to life.

Repurposing their existing graphics assets and designing new ones, while also sourcing voiceover talent and providing subtitles in English and German, I have created a range of promotional videos, including a campaign of YouTube pre-roll ads in vertical and horizontal versions.

*Nick has been a huge asset in accelerating our video production programming. His ability to work with minimal briefing and an extremely restrictive asset library to transform scripts into a finished creative product were essential to creating proof of concept projects that helped us sell the value of video content internally and show it can be done competently creatively and professionally without lengthy lead times and budget creep.*

**Joshua Anderson**

SENIOR MANAGER OF CONTENT MARKETING, SERRALA



# audio production

I'm a trained sound engineer. What does that mean for you?

- **Podcasts** have become an important part of the marketing toolkit, as they are personality-led content with low production cost and evergreen popularity. But behind the scenes, you need **good ears and savvy editing to polish your raw audio** into something that will connect with listeners – I've got you covered.
- Animated explainers are one of the most popular video formats online. I will **source and manage voiceover talent in English, French and German**, keeping your quality high and your content pipeline nice and simple.

- I can manage **complex audio setups for live events**, including capturing talks and running vox pop interviews with attendees afterwards.
- And in case you need some **bespoke music** for your project for that extra bit of distinction, visit my music website for some examples of [my composition work](#)!



I'm the editor for NHS UCLH's internal sustainability podcast, Sustainable Voices – samples available on request



# digital marketing & SEO

Whatever your message, it's only ever as good as the campaign around it.

Whether I'm creating content from scratch or working with your creatives, I will **optimise your videos for both users and social algorithms** with strong titles, thumbnails, structured data and keyword focus for strong SEO. I have experience of SEO and managing content libraries across a range of CMSes (including building custom dashboards in Retool).

I can make sure your content does the work you need it to.

## Software

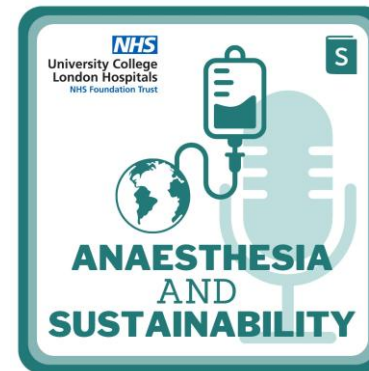


# Supporting graphics samples

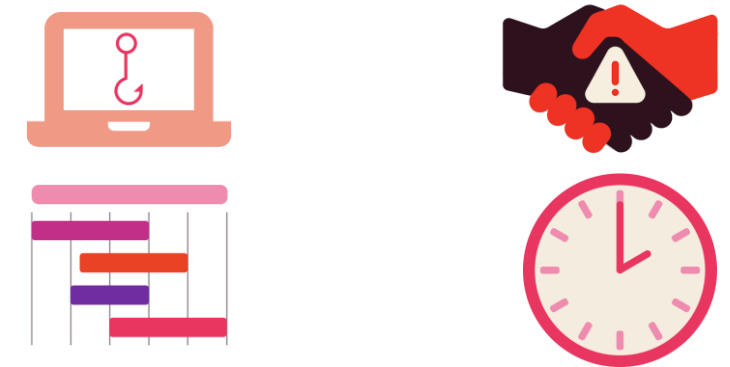
YouTube thumbnails



Stickerbook thumbnails



Serrala custom graphics





# Give me a shout

If you want to talk to me about a project, please do get in touch.

I'm available for ad-hoc work, contract work or consulting, on a per-project or per-day basis.

[linkedin.com/in/nicksiepmann](https://www.linkedin.com/in/nicksiepmann)

[hello@goodvideocompany.com](mailto:hello@goodvideocompany.com)

[goodvideocompany.com](https://goodvideocompany.com)

