

Stuart Waterman

Video projects, 2009 onwards

Skills employed include:

- **Creative development**
- **Talent sourcing**
- **Relationship management**
- **Social media strategy**
- **Design & branding oversight**
- **Copywriting**

AAT career coach video project

Ask Aimee
The AAT career coach

@yourAAT



- AAT (The Association of Accounting Technicians) is the leading accounting qualifications & membership body in the UK
- AAT offers qualifications & products that help people forge a career in finance without going to university
- I devised and produced the AAT career coach video project (including sourcing and managing the relationship with the presenter) to meet a membership need for career support

Ask Aimee: the AAT career coach - week 1



AATCareerCoach · 16 videos



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99

2,476

8 0

Learn more about Aimee



0:18 / 4:38

Ask Aimee: the AAT career coach - week 1



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AAT career coach video project

How can I use the 'Interests and other activities' section of my CV to sell myself?

Daniel

via facebook.com/youraat

- The content for the project was entirely driven by AAT's online community
- Questions were taken through social media, with videos produced to answer them then shared through those same channels
- Results: 20,000+ views & 200+ subscribers in one year. Added a new, dynamic dimension to AAT's offering to members and positioned the organisation as an innovator in the membership space
- Led to me being invited to present at Federation of Awarding Bodies' annual conference

Ask Aimee: the AAT career coach - week

AATCareerCoach - 16 videos

99

Jonjon Bigjon 11 months ago

Thank you so much, this is EXACTLY where i was missing opportunities! thanks Aimee,

Reply

AAT career coach: How to ans...
392 views | 2 months ago

Using LinkedIn to find a job: Aim...
457 views | 3 months ago

Ask Aimee: the AAT career coac...
603 views | 4 months ago

How do apprenticeships benefit ...
282 views | 4 months ago

- AAT discussion forums
- AAT's blog: AAT Comment
- Learn more about AAT

by AATCareerCoach ▾

Date Joined 24 Apr 2012

Country United Kingdom

AAT video bookkeeping competition

- AAT's first foray into online video content. I led on content strategy and execution, managing design, channel administration, marketing and the judging/prizegiving process
- The aim was to source members who could help produce engaging content to incorporate into AAT's online learning materials
- The competition challenged AAT members to create videos explaining double-entry bookkeeping in under two minutes.

aat AAT Video Competition 20 subscribers 3,918 video views

Browse videos

Uploads Playlists **Feed** Comments View ▾

aat AATVideoCompetition uploaded a video 1 year ago

WATCHED some money to start your business. *ain't she a peach!* 2:18

The AAT bookkeeping video competition: And the winner is...
2,260 views
The winner of the AAT bookkeeping video competition is Julia Haigh, who takes home an iPad 2. The judges felt that her entry presents the key elements of double-entry bookkeeping in a

aat AATVideoCompetition added 21 videos to Favourites 1 year ago

Favourite videos

- AAT Double Entry Bookkeeping Compe... (1:57)
- James Green's Double Entry Bookkeep... (2:00)
- AAT Double Entry Bookkeeping Compe... (1:48)

About AAT Video Competition
Think you can explain the principles of double-entry bookkeeping in three minutes or less?
Show us by creating a video - the best one will take home an iPad 2, with the two runners-up winning Amazon vouchers.
Closing date: 1st June 2011. Click ... more ▾

aat.org.uk/AATvideocompetition

by AATVideoCompetition ▾

Date Joined 12 Apr 2011
Country United Kingdom

aa
AAT bookkeeping vide
Film: *Get your name in credits (and deb*
Starring: *You* Enter b

AAT video bookkeeping competition

THE HISTORY

Luca Pacioli (15th Century)
'Father' of Accountancy
Devised an efficient
way to record
financial information



- Results: received a range of high quality videos from AAT members
- Best videos subsequently incorporated into AAT's e-learning content
- Total views of videos: 30,000+
- Allowed current and aspiring accountants to demonstrate their creativity

Basic
PRINCIPLES
OF
DOUBLE ENTRY
BOOKKEEPING

0:05 / 2:58

Basic principles of double entry bookkeeping

ii wr · 1 video 23,114

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LIABILITIES - CREDIT
EXPENSES - DEBIT
INCOME - CREDIT



The Key Principles of
Double Entry
Bookkeeping

AAT D

0:00 / 2:18

The AAT bookkeeping video competition: And the winner is...

aat AATVideoCompetition · 2 videos 2,748

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AAT shareable motion graphic videos

“ I WAS BORN
TO BE AN
ACCOUNTANT
BECAUSE .

A video thumbnail with a dark background featuring a DNA double helix on the left and a starry space-like pattern. The text is in a light green, sans-serif font.

- Produced videos aimed at AAT members and finance/accountancy professionals more broadly
- Engaging and humorous content that catered to an underserved audience, with the aim of countering stereotypical perceptions of accountants, their profession and by extension the AAT brand
- Content sourced through AAT’s online community, with videos animated & edited by an AAT student. All contributors were credited within the videos

“I’M ^{TOO}
ORGANISED
FOR
ANYTHING
ELSE!”

A video thumbnail showing a woman with short brown hair holding a white board with a colorful pie chart. The text is in a bold, black, sans-serif font. At the bottom, there are several colorful markers and a row of bottles.

AAT shareable motion graphic videos

**TEN
THINGS AN
ACCOUNTANT
WOULD NEVER
SAY**

10 things an accountant would never say



yourbigfutureaat · 59 videos

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402

Share with Hootlet

3,518

18 0

- I devised the idea, planned the content generation and sourced & managed the talented animator who created the videos
- Shared extensively among AAT membership and finance & accounting social channels
- Being included became a source of pride for those members whose ideas were incorporated
- Results: two videos produced so far have achieved 5,000+ organic views within 2 months

"OF COURSE
YOUR **SAINSBURY'S**
RECEIPT

IS TAX!
DEDUCTIBLE!



0:50 / 1:37

lucky voice.

Lucky Voice/Selfridges in-store karaoke concession

Lucky Voice Living Room at Selfridges

- Lucky Voice owns karaoke bars, offers karaoke solutions to the hospitality sector and has an online streaming karaoke site. It also sell accessories such as microphones and amplifiers for home karaoke
- This partnership with Selfridges ran on Oxford Street in the lead-up to Christmas, with a view to publicising the online/home karaoke offering
- I oversaw staff who shot raw video of customers using the product, sourced and managed a video editor and managed the social sharing of the finished videos
- Results: 6,000+combined views; userbase of home karaoke service doubled

