



Cole Robinson

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## The graduate behind the North East's fastest growing video agency

Passionate about film, Cole set himself up as a freelance videographer before he graduated from Northumbria University in 2018 and later developed the fast-growing creative film agency, Filmit.

Cole has quickly attracted an impressive clientele, working with the likes of National Rail, Lintz Hall Farm, Derwent Valley and Outlook Festival and was even scouted for an international project, working with travel guide producers YouGo Morocco.



One year on, Cole is developing his business further and is currently recruiting a team of videographers, photographers and editors who will initially start on a freelance business before progressing to permanent positions in the company.

Much like Filmit's competitors, the video production company produces corporate, promotional & events videos across the North East. However, their modern editing style and fresh approach to video content has caused Filmit to become one of the most in demand companies in the area.

Cole attributes the success of his creative style to his unorthodox route into videography stating "I started videography in the world of travel videos, where fancy transitions and clever editing tricks helped create my name – I use aspects of this style for my clients and it's something they all seem to love".

Using this, Cole plans to continue to develop Filmit's clientele across an ever-expanding range of sectors. As rooted firmly into the ethos of Filmit is the belief that any business can benefit from video.

While developing his business, Cole has received support from Northumbria's Student and Graduate Enterprise service and regularly works from the University's Start-up Hatchery.

The Hatchery offers students and graduates free office space and access to facilities such as meeting rooms and access to specialist industry business mentors.

Since working in the hatchery, Cole has seen his productivity rapidly increase and explains that he has no doubt that "having access to this facility has helped propel the business to this stage". The Student and Graduate Enterprise also provide marketing and legal sessions with advisers, so graduates are supported in all aspects of their business.

Cole studied on Northumbria's Entrepreneurial Business Management course which he says gave him the platform, the time and the freedom to develop his entrepreneurial interests. He explained: "I always knew I was going to work for myself but I think EBM can take a decent amount of credit in being the catalyst for this".



Reflecting on his time at university, Cole offered his advice to any budding entrepreneurs. He said:

Find your passion, which is easier said than done, but just find what makes you tick. The reason why I do 12 hour days is because I am chasing results of something I love, it doesn't feel like work, it feels like progression.

To find out more about Filmlt visit [www.filmlt.uk](http://www.filmlt.uk)

Northumbria University has been named the UK's top ranked university for graduate business start-ups based on turnover. According to the latest report by the Higher Education Business and Community Interaction Survey (HEBCIS), turnover from Northumbria graduate businesses for 2016/17 reached £80.3 million – over £30 million more than the second placed institution. The combined turnover for Northumbria graduate businesses also grew by more than £10 million on the previous year.

Through support services such as Student Graduate Enterprise, the University has supported the development of more than 200 graduate businesses, which currently employ over 1,000 and now have a combined annual turnover in excess of £80 million.

To find out more about studying Entrepreneurial Business Management, visit [northumbria.ac.uk/ebm](http://northumbria.ac.uk/ebm)

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If you have a media enquiry please contact our Media and Communications team at [media.communications@northumbria.ac.uk](mailto:media.communications@northumbria.ac.uk) or call 0191 227 4604.



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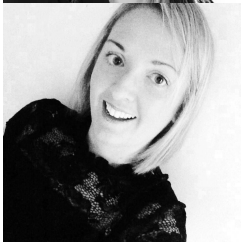


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