

ANTON DEE

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[DIGITAL CV](#)

I'm an enthusiastic, multilingual, creative producer with an extensive academic background and digital skillset. I love solving problems in challenging environments that necessitate self-motivation and a positive response to pressure.

AREAS OF EXPERTISE

media production, problem solving, project management, digital strategy, client management, creative treatments

CAREER SUMMARY

Immersive International - Creative Producer (6 Month Freelance Contract)

April 2019 - Present

Involved from the beginning of production of a large scale visual project that included holograms, projection mapping, animation and green screen shoots. The final piece required physical installation in a new building so ongoing technical and production support was provided throughout. As a creative producer I worked as part of a hungry team, helping with scripting, storyboarding, animatics, shoots and post production. Multiple studios were involved in the making of this project so I had to deal with technical production queries from the client and global stakeholders.

Achievements:

- Gained experience producing a complex, long running visual project with an 8 figure global reach
- Proactively moved the project forward through the production process that included script rewrites, casting sessions, studio shoots, VR virtualisation and digital animation/storyboarding
- Worked with 7 figure budgets, multiple production workflows and systems such as Notion and Wrike
- Nurtured internal and external relationships with clients, studio and global collaborators
- Calm and collected under pressure while delivering work of the highest possible standard

DVS.N Collective - Creative Producer

January 2017 - April 2019

Produced and directed multiple photography and video projects for global brands such as **Tesla Motors, Red Bull, Topman, Malaysia Tourism** and others. I put together production briefs, budgets, moodboards, secured filming / drone permits, scouted locations and managed freelance camera operators / editors to ensure a high standard of work.

In addition I have extensive experience operating a camera, managing crews, working to tight deadlines, reporting to senior stakeholders, pitching for new business work and representing the company at industry events.

Achievements:

- Produced content for digital distribution, regularly receiving 6 figure view-counts and high engagement
- Responsible for day to day running of DVS.N websites, emails, design updates and inbound business inquiries
- Adopted a 'mobile and content first' approach which increased site traffic by 30% YoY
- Invited to speak at conferences such as Interlaced FashTech, ASOS Marketplace and xBlockchain
- Working across the team to create automated reports and provide digital consultancy services to our clients

Unsigned GRP - *Digital Marketing Manager*

October 2015 - January 2017

I worked as a Digital Manager in a fashion agency Unsigned GRP. I was responsible for delivering digital services to our clients including campaign strategy, search marketing, market research, influencer collaborations, reporting and consulting for apps and websites. **Clients:** TBSeen, Helena Christensen, Meitu, Puma, New Look

Achievements:

- Audience research and app store optimisation prior to UK launch. Over 2 million app downloads in first month
- Looking after the newly launched Unsigned website, social media and emails to industry insiders
- Collaborating with photographers, models and magazines to create engaging digital content
- Represent the company at industry shows and public speaking events such as LFW, LCM and FashTech

Forward3D - Digital Marketing Manager

August 2014 - October 2015

I worked in a global digital marketing agency Forward3D as a Digital Marketing Manager. My job role was quite varied and I was usually involved in user experience, blogger partnership and visual content campaigns.

Achievements:

- Solely responsible for the **fydubai** account and client management. Provided ongoing technical, social and design advice to client-side developers and designers.
- Responsible for implementing a multichannel content strategy that included writers, bloggers and social / PR teams to ensure maximum content visibility.
- Developed quarterly marketing strategies that include elements of outreach, organic link generation and social media. Increased DA of the site by 10 points since taking on the account.
- Worked with a sister agency to implement responsive design ideas and mobile experiences to stay ahead of Google and its ranking updates.

Delete Agency - Visibility Specialist (SEO / Social / IA)

March 2012 - August 2014

I worked in a creative marketing agency, personally managing clients and new business proposals. Operated in a small but talented 'Visibility' team dealing with everything from SEO to PPC to wireframes and social media marketing.

Achievements:

- Increased YoY organic non-branded traffic for my clients as well as overall site visibility. Undertook conversion rate optimisation tasks on some of my projects and increased the conversion rate by an average of 21%
- Created wireframes and undertook audience research to help with on page conversions
- Helped to prepare content plans and guidelines that improve SEO visibility and User Experience

ACADEMIC ACHIEVEMENTS**BA (2:1 Hons) Digital Marketing & Psychology**

2009 – 2011

*Coventry University, UK***Diploma, European Business Management**

2008 – 2009

International Business Academy, Denmark

RECOMMENDATIONS

“Anton started at Delete straight out of university and quickly went from intern level to a key member of the team who had the responsibility of high profile clients. In my time working with Anton I found him to be an amazingly quick learner who was highly dedicated and passionate about search marketing.” - Steven Davies, Global Marketing Manager, DOW JONES

“Very creative and hungry for knowledge: loves and knows the digital space with a thirst for all things new and undiscovered. A passionate and driven guy.” - Gavin Myall, CEO, UNSIGNED GRP