

# MATT ERIKSSON

SENIOR CREATIVE LEAD

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## WORK EXPERIENCE

Current



**SENIOR EXPERIENCE DESIGNER** ELSE, London

- Lead projects at agency across the creative and UX lifecycle alongside designers and strategists to deliver audience insights, branding executions and digital optimisation.
- Lead the development of various formats of branded content including video pieces and training material.
- Working closely with external business leaders and teams to deliver solutions through pitching, workshops and digital design while ensuring high quality output.
- Clients include Avast, T. Rowe Price, Fred. Olsen Cruise Lines, Autovia, SEGA, Boehringer Ingelheim and others.

2018-2020



**CONTENT CREATOR & PRODUCER** Stormbound Creative, London

- Led the development of multiple large-scale original programming productions for studio including live streamed programming and marketing-driven activities for broadcast, streaming and social media. Also, provided development services for studio’s streaming platform.
- Contracted as a Production Expert by Dialectica to provide consulting services on content developement and positioning to various international media organisations.
- Recurring work for London agency to produce content for clients including Experian, Coca Cola, Diageo, National Crime Agency and others.
- Creative Lead & Producer for educational charity. Managed team in developing creative content for brand, digital platforms, animation and print.
- Conducted month-long due diligence audit of creative, workflow and processes for large production studio resulting in improvements to creative portfolio and enhanced workflow ahead of international expansion.

2008-2018



**PRODUCTION & CREATIVE LEAD** The Walt Disney Company, London

- Established and ran in-house production hub for original programming and branded marketing content.
- Supervised internal creative and production teams including freelancers, production crew and external agencies throughout the full production process.
- Oversaw yearly production budget and managed agreed slate, ensuring maximum quality to production value ratio.
- Worked closely with marketing, digital, legal, compliance, finance and other stakeholder teams to ensure all expectations were met.
- Provided production expertise and support to various departments across multiple territories.
- Hands-on involvement and mentoring of junior staff in all aspects of the production process including scripting, shooting, directing, editing, graphics, audio, talent management and more.

2006-2008



**CREATIVE MANAGER** The Walt Disney Company, London

- Responsible for managing team of producers and in-house production staff in delivering on-air creative, branding elements and off-air marketing campaigns to briefs and brand guidelines for UK, EMEA and Nordic markets.

2005-2006



**CREATIVE MANAGER** JETIX, London

- Managed the creative team and freelancers in the production and delivery of on and off-air promotions.

2004-2005



**CREATIVE PRODUCER** VIASAT, London

- Produced promotional content and branding packages for mutiple TV channels across multiple markets.

2001-2004



**WRITER & PRODUCER** Warner Bros, New York City

- Produced promotional trailers, news segments and value-added advertising. Also directed shoots for on-air and print.

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Highly motivated and creative senior with a passion for marketing and the end-to-end production process. Dedicated to delivering high quality content across various industries, platforms and formats. Brings an entrepreneurial spirit and team-player mindset cultivated across hundreds of projects globally.

## TRAINING

### BROADCAST COMMUNICATIONS

Bachelor, Kean University, NJ, USA

### MARKETING ANALYTICS

Nanodegree, Udacity

### UX DESIGN

Diploma, Careerfoundry

### LEADERSHIP & MANAGEMENT

Course, Phoenix Training

### CREATIVE & INNOVATIVE THINKING

Course, The Thinking Business

### STORYTELLING ACROSS PLATFORMS

Course, The Indie Training Fund

## RELEVANT SKILLS

- CREATIVE DEVELOPMENT
- PRODUCTION MANAGEMENT
- BRANDING & MARKETING
- VIDEO PRODUCTION
- AUDIO PRODUCTION & MIXING
- CLIENT ENGAGEMENT
- STAKEHOLDER MANAGEMENT
- TEAM DEVELOPMENT
- AUDIENCE & CONTENT RESEARCH
- LANGUAGES: ENGLISH, SWEDISH, DANISH & NORWEIGAN

## TOOLS

- EDITING PACKAGES: PREMIERE PRO, FXP, AVID
- GRAPHICS: ADOBE CREATIVE SUITE
- AUDIO: ABLETON LIVE, PROTOOLS
- PRODUCTIVITY PACKAGES: G-SUITE, MICROSOFT, MAC OFFICE APPS
- HTML, CSS PROGRAMMING
- OTHER TOOLS: MIRO, MURAL, FIGMA, SKETCH