

MATT ERIKSSON

SENIOR CREATIVE LEAD

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WORK EXPERIENCE

Current	<div><div></div><div>SENIOR EXPERIENCE DESIGNER ELSE, London</div></div> <div><p>Pitch, brief and lead projects for a wide roster of clients across the creative and UX lifecycle including digital optimisation, audience insights and brand executions.</p><p>Lead the development of various formats of branded content including websites, video pieces and training material.</p><p>Presenting to and working closely with business leaders and teams to align and deliver solutions through workshops and digital design while ensuring high quality output.</p><p>Clients include Avast, T. Rowe Price, Fred. Olsen Cruise Lines, Autovia, SEGA, Boehringer Ingelheim and others.</p></div>
2018–2020	<div><div></div><div>CONTENT CREATOR & PRODUCER Stormbound Creative, London</div></div> <div><p>Led the development of multiple large-scale productions for studio including stills shoots, live streamed programming and marketing-driven activities for broadcast, streaming and social media. Also, provided development services for studio's streaming platform.</p><p>Contracted as a Production Expert by Dialectica to provide consulting services on content development and positioning to various international media organisations.</p><p>Recurring work for London agency to produce content for clients including Experian, Coca Cola, Diageo, National Crime Agency and others.</p><p>Creative Lead & Producer for educational charity. Managed team in developing brand identity, creative content for digital platforms, animation and print.</p><p>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.</p></div>
2008–2018	<div><div></div><div>PRODUCTION & CREATIVE LEAD The Walt Disney Company, London</div></div> <div><p>Established and ran in-house production hub for original and branded content including video, audio, stills photography, graphic design and more.</p><p>Supervised internal creative and production teams including freelancers, production crew and external agencies throughout the full production process.</p><p>Oversaw yearly production budget and managed agreed slate, ensuring maximum quality to production value ratio.</p><p>Worked closely with marketing, digital, legal, compliance, finance and other stakeholder teams to develop briefs and ensure all expectations were met.</p><p>Provided production expertise and support to various departments across multiple territories.</p><p>Hands-on involvement in all aspects of the production process including brand identity development, scripting, filming, directing, editing, graphics, audio, talent management, mentoring of junior staff, etc.</p></div>
2006–2008	<div><div></div><div>CREATIVE MANAGER The Walt Disney Company, London</div></div> <div><p>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.</p></div>
2005–2006	<div><div></div><div>CREATIVE MANAGER JETIX, London</div></div> <div><p>Managed the creative team and freelancers in the production and delivery of on and off-air promotions.</p></div>
2004–2005	<div><div></div><div>CREATIVE PRODUCER VIASAT, London</div></div> <div><p>Produced promotional content and branding packages for multiple TV channels across multiple markets.</p></div>
2001–2004	<div><div></div><div>WRITER & PRODUCER Warner Bros, New York City</div></div> <div><p>Produced promotional trailers, news segments and value-added advertising. Also directed photo shoots and paid media for print.</p></div>

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Highly motivated and creative senior with a passion for all forms of content production. Enjoy working closely with both internal and external stakeholders to deliver high quality content across various platforms and formats. Thrives on a challenge and the opportunity to get involved in all aspects of production. Brings an entrepreneurial spirit and team-player mindset cultivated across hundreds of projects globally.

TRAINING

- BROADCAST COMMUNICATIONS**
Bachelor, Kean University, NJ, USA
- LEADERSHIP & MANAGEMENT**
Course, Phoenix Training
- CREATIVE & INNOVATIVE THINKING**
Course, The Thinking Business
- STORYTELLING ACROSS PLATFORMS**
Course, The Indie Training Fund
- MARKETING ANALYTICS**
Nanodegree, Udacity
- UX DESIGN**
Diploma, Careerfoundry

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 (Fluent)
DANISH & NORWEIGAN (Comprehend)

TOOLS

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