



# DANIEL BALL

## Campaign Manager

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NEWPORT, WALES

YOUTUBE.COM/CRATEUP

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## EDUCATION

University of South Wales (2015-2018)  
B.A (Hons) in Media Production

- Produce & Film Short Films
- Script Writing
- Production (Leading & Individual)
- Budgeting / Risk Assessments
- Vision Mixing
- Casting
- Video Editing

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## SKILLS

- Premiere Pro
- Photoshop
- After Effects
- Blender
- Script Writing
- Website Design
- Social Copy Writing
- Content for Social Media platforms
- Film equipment / Lighting / SFX
- OBS

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## SOCIAL MEDIA

- YouTube.com/CrateUp
- Twitter.com/CrateUp
- Tiktok.com/@CrateUp
- FB.gg/CrateUp
- Instagram.com/CrateUpYT

## SUMMARY

As an experienced creative lead, I am well-versed in all aspects of content creation and social media. I have helped several influencers expand their social media followings and develop their brands. In my most recent role, I am responsible for managing a team of 19 video editors. My main objective with my team is to maximise productivity as well as giving them the tools to develop both personally and professionally, as well as ensuring that they have a good work-life balance. I am also involved in developing strategies that optimises our teams workflow.

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## EXPERIENCE

### GR Digital / Zygomedia (2019 - 2022)

- Leading a team of 19 video editors
- Producing over 170 videos per week for clients YouTube and social media platforms, some of which have over 1 Million Subscribers.
- Communicating with Clients and relevant stakeholders on a daily basis
- Analysing data and making informed decisions to promote growth across all content platforms
- Working with companies such as Netflix and Activision to help deliver sponsorship activations with influencers

In my first 6 months I was promoted from a Junior Video Editor to Lead Video Editor and over the course of my time in my current role I have progressed into a Senior Leadership role, being a core part of the Senior Management Team, working along side the company Directors to assist in the progression and expansion of the company.

### Fourth Floor Creative (2022 - Present)

- Ensuring squad can deliver excellence on every campaign.
  - Scheduling and delivery of squad commitments.
  - Ensuring all campaigns conform to relevant regulations and laws.
  - Internal and external reporting and retros.
  - Training and development of campaign executives and interns.
  - Leading and managing the squad.
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## HOBBIES

In my spare time, I enjoy creating content for my YouTube channel. As well as that, I have been learning how to model and animate in Blender and most recently have started developing my own animation project. I also have a passion for script writing and storytelling as well.