

Matt Eriksson

Creative Producer

Phone: 07891 326 450

E-mail: matteriksson@gmail.com

LinkedIn: www.linkedin.com/in/matteriksson/

Work: www.matteriksson.com

An award-winning content creator with a wealth of experience in leading diverse creative teams while, most recently, running a production hub within The Walt Disney Company. With a unique insight into both leading commissioned projects on behalf of a big brand as well as working to brief and creating original content. I am now excited take the next step as a senior creative with a company where I can use my skills, drive and innovation to win pitches and service clients.

The Walt Disney Company

2008 > 2018

Manager of Creative Production

- Established and ran in-house production agency of original filmed and adapted content servicing marketing, programming, sales, social media and promotion teams while reporting to Programming and Marketing Directors
- Supervised creative and production teams including freelancers, production crew, on-screen talent and external agencies from pitch to delivery while ensuring maximum possible quality and production value
- Established, managed and adapted yearly production slate for a wide range of platforms (on-air, online, marketing, social, apps, etc) with multiple concurrent projects
- Developed strategies and produced content for digital media and marketing use
- Pitched to and kept stakeholders abreast throughout production cycle while working closely with legal, compliance and branding teams to ensure regulations are followed throughout the production process
- Oversaw all creative aspects of assigned projects from development stages through to delivery against agreed creative vision
- Provided production, creative and asset support to other departments (promotions, off-air marketing, social media, sales), territories (US, UK, France, South America) and other Disney owned entities (MAKER, Splay)
- Facilitated and negotiated tendering process in hiring of external agencies or production facilities
- Led and mentored junior staff in all aspects of the production process including scripting, shooting, directing, editing, graphics, audio, talent management, etc

The Walt Disney Company

2006 > 2008

Creative Manager

- Managed a 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.
- Worked closely with programming team, marketing directors and other stakeholders to plan, develop and execute on briefs
- Led the channel's digital initiatives through New Media development and population of broadband player, the DXD online platform, mobile and VOD services

JETIX, London

2005 > 2006

Senior Producer

- Oversaw creative department in the production and delivery of on and off-air content
- Managed a team of producers, freelancers and internal production staff in all aspects of production
- Mentored Junior Producers in the production process including organizing shoots, filming, directing and working with talent
- Worked closely with marketing and programming team to develop on-air creative, promotions, competitions and other content to engage viewers

VIASAT, London

2004 > 2005

Senior Producer

- Mentored team of producers in the development of branding, creative and production process
- Produced, scripted and directed multiple projects on a weekly basis
- Worked closely with various international promo markets to deliver content for properties such as ER, CSI, Star Wars as well as develop branding for several channels
- Worked closely with social media and VOD teams to deliver elements and ensure tight integration with on-air campaigns

Warner Bros (New York)

2000 > 2004

Writer and Producer

- Scripted, directed and edited news updates and entertainment segments on a daily basis for Warner Bros affiliated channel in New York
- Directed daily voiceovers sessions and on-air talent shoots
- Produced value-added spots for companies such as Coca Cola, Jeep and Newsday
- Managed the production and placement of advertising including setting up photo shoots with talent, outdoors and print campaigns

OTHER RELEVANT PRODUCTION EXPERIENCE

Music Production – sync placements (Bravo, Vh1, CW, CW, Disney Channel)
Music Production – chart placements for artists and labels in UK, US, Nordics
Field Producer - *Hispanic Day Parade* (Live - Cutting Edge, NJ)
Director – *Sleeping Together* (Play at Kean Stage, NJ)
Scriptwriter – *Just Like Before* (Sweden)

RECENT RELEVANT TRAINING

Leadership and Management, Phoenix Training
Creative and Innovative Thinking, The Thinking Business
Storytelling and Scriptwriting Across Platforms, Indie Training Fund
Making Money From Digital Content, Indie Training Fund

PRODUCTION TOOLS

Adobe Suite (Premiere, After Effects, Audition, Photoshop, Illustrator), Element 3D, Final Cut, AVID, Ableton Live (Audio Suite), a range of cameras and sound equipment (regular use of C100, C300, Atomos Ninja, Sennheiser, etc.)