

Simon Moore

Birmingham
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Personal statement

Senior Producer / Project Manager, looking to transition my existing experience and skillset into the world of Product Management. A proven leader, I have over 10 years of experience managing cross-functional teams to deliver high-quality multimedia content tailored for diverse audiences. My leadership style emphasises collaboration and efficiency, resulting in the successful delivery of numerous national campaigns for top-tier clients such as Accenture, Allen & Overy, Royal Mail and the British Army.

I have extensive experience working closely with clients on a strategic and creative level, solving problems proactively, and consistently exceeding expectations. My work at Deloitte included providing technical advice and strategic direction to clients, managing projects seamlessly, and contributing to business development for the organisation. This led to several awards which were some of the first for an in-house production agency. I have since worked in client-facing roles at agencies and as a freelance senior producer for global organisations such as Google and BBC.

I am knowledgeable about marketing, business strategy, communication, and financial management – as demonstrated throughout my career. I am eager to bring my diverse skill set and extensive experience to contribute to the continued success of your team.

Key skills

Client Management

- Extensive experience managing client relationships, developing project strategy, problem-solving and technical delivery. My role at Deloitte involved daily consultancy with senior executives to understand their requirements and iterate deliverables to meet their needs.
- As a Senior Producer at a leading creative agency, I was responsible for managing all interactions with clients. When dealing with time precious executives at global institutions these interactions need to be concise and exact to receive and translate the brief to creative teams and deliver on time and budget.

Project management & ownership

- Able to communicate messages to technical teams as well as clients, both written and verbally – demonstrated in my ability to take briefs from a client and articulate this information to technical crews.
- Have pitched concepts to clients as well as ran workshops to understand client needs and develop project briefs.
- Skilled in developing and overseeing budgets for large-scale projects.

Technical and creative

- I have technical skills in software development (University of Birmingham, Software Development) as well as video editing and animation skills using Adobe Creative Cloud.
- Skilled in generating creative ideas, and implementing them to meet strategic goals – as demonstrated while working as a producer, video editor and camera operator.
- As well as my technical know-how I have a genuine passion for technology. This passion serves as the driving force behind my continuous learning of cutting-edge advancements in the tech landscape always seeking opportunities to contribute my skills and enthusiasm to innovative projects.
- A keen eye for detail as the first line of quality control in all of my productions, especially relevant when working with detailed text and animation.

Commercial awareness

- Able to understand and utilise client needs and behaviour to hit KPIs – as performed in my duties as a client-facing producer.
- Market analysis of campaigns by tracking various metrics, including page views, CTR, bounce rate, conversion rate, and search engine traffic.
- Understand the importance of effective SEO practice and targeting when it comes to driving online traffic and increasing visibility.

Education

University of Birmingham

Software Development

Core modules: HTML, CSS, JavaScript, APIs, Node.js, Object Oriented Programming, Express, SQL, Object-Relational Mapping, Model-View-Controller, CS for JavaScript, Mongo, React, MERN

Soho Editors

Adobe After Effects

Final Cut Pro

Employment History

Freelance Contracts, UK | Freelance Producer

(August 2023 – Present)

Achievements and responsibilities:

- Successfully managed and collaborated with diverse clients, including global entities such as Google, BBC, BP and HSBC, in the development of highly engaging media content tailored for international audiences.
- Produced high-quality content that not only met client expectations but also resulted in the acquisition of new business through both repeat engagements and client referrals, showcasing a consistent commitment to client satisfaction and business growth.
- Established and nurtured strategic professional relationships globally, fostering a network of creators, suppliers, and collaborators to enhance collaboration and resource accessibility.

33RED Films, London | Senior Producer

(July 2022 - July 2023)

Achievements and responsibilities:

- Spearheaded content production as a subject-matter expert and integral senior leadership team member at 33RED Films, overseeing impactful campaigns for renowned clients such as The British Army, Accenture, and Allen & Overy.
- Excellent financial management and administrative skills by effectively managing budgets of up to £250,000, ensuring efficient resource allocation and cost control.
- Achieved successful project delivery within specified timelines and budgets, maintaining operational efficiency throughout the production process
- Led the implementation of strategic initiatives, including the introduction of Frame.io, an innovative software that optimises editing workflows and enhances content delivery

- Directed complex, high-value projects to streamline production management processes, resulting in significant cost savings and improved operational efficiency
- Applied leadership and management skills to provide invaluable support to producers and production managers, fostering a collaborative and productive team environment
- Offered strategic and operational leadership to three direct reports, providing comprehensive training, mentoring, and support to enhance team performance and professional growth

Deloitte, London | Producer
(October 2017 - July 2022)

Achievements and responsibilities:

- Actively engaged with business partners and clients to collaboratively develop engaging and branded content encompassing social/online video, animation, and photography, highlighting a proactive approach to client relationships and content creation
- Managed end-to-end productions, ensuring meticulous oversight of budgets and timelines to consistently deliver first-class projects on schedule and within budget constraints
- Led all aspects of studio operations, including the management of studio equipment, the sourcing of freelancers, and the creation and maintenance of a comprehensive media asset library, contributing to the seamless execution of projects and operational efficiency

References

References are available upon request.