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Summary

A new media specialist with experience in digital content strategy, account management, content marketing, SEO, and production of original content.

Strong experience using Adobe Photoshop, Premiere Pro, Logic Pro X and distribution / optimisation across social media.

Experience

Senior Channel Manager

Animaj

Jul 2023 - Present (5 months)

- Overseeing YouTube distribution and developing editorial strategies to ensure maximum reach and development of the Pocoyo brand.
- Creating high quality content across TikTok, Reels, and YouTube Shorts.
- Making data driven decisions using YouTube analytics, internal data tools and Google sheets to grow the brand in the digital space.
- Managing and optimising distribution across Amazon Prime Video Direct.
- Developing editorial strategies across DSPs for the brand's music distribution network.

Digital Content Manager

Animaj

Feb 2023 - Jul 2023 (6 months)

- Overseeing YouTube / Facebook distribution and developing editorial strategies to ensure maximum reach and development of multiple brands.
- Creating high quality content across TikTok, Reels, and YouTube Shorts.

Channel Manager

Moonbug Entertainment

Jul 2021 - Feb 2023 (1 year 8 months)

- Managing over 15 YouTube channels including CoComelon, Blippi, Morphle, and Lellobee with some channels growing by over 8 Million subscribers.
- Composed, mixed and mastered 6 Ambient Albums and released with Universal Music Group
- Co-managing the Lellobee brand; making data-driven decisions for scheduling and channel strategy with YouTube Analytics and internal data tools.
- Editing and optimising videos and thumbnails for YouTube channels and Amazon Prime, which requires extensive use of Adobe Premiere, Adobe Photoshop, Google Drive, Sheets and Docs.

Recording Studio Intern

Organic Studios London

Jul 2018 - Jun 2019 (1 year)

Responsible for developing, implementing and managing marketing campaigns that promoted Organic Studios London and its products and/or services. I played a major role in enhancing brand awareness within the digital space as well as driving website traffic and acquiring leads/customers.



Volunteer @ Electric Spring Festival

The University of Huddersfield

Feb 2017 - Feb 2018 (1 year 1 month)

Volunteer at the Electric Spring Festival, an annual festival of electronic music. The festival is a five-day programme of concerts, installations and workshops to share knowledge and perform music.



Production Runner

Molinare

Feb 2016 - Mar 2016 (2 months)

Work experience as a runner at Molinare, the UK's leading supplier of post-production for episodic drama, feature film, documentaries and 4K, UHD & HDR productions.

Gained valuable insight and experience including shadowing producers, participating in meetings with film production teams and clients, assisting the support team with setting up of guest relations facilities and other tasks.

Education



The University of Huddersfield

(BA) Creative Music Technology

2016 - 2020

Grade: First

St Georges VA School, Harpenden

2009 - 2016

Licenses & Certifications



YouTube Asset Monetization - Google Digital Academy (Skillshop)

84282199

Skills

Music • Brand Management • Social Media • Social Media Marketing • Video Editing • Audio Engineering • YouTube • Squarespace • Wix Website Builder • HTML5

Honors & Awards

J Woods and Sons Composition Award - The University of Huddersfield

Jul 2020