

## Customer-focused, creative and commercially astute Creative Director and Producer.

- Extensive experience in conceptual creative, content creation, copywriting, with a keen sense of branding and aesthetic.
- Confidence in bringing ideas to life from initial concepts to realisation through leading from the front in collaboration with the wider team.
- Able to develop ideas, concepts, and layouts for videos on online platforms (YouTube or Facebook, etc.), TV spots and short films.
- Ensure creative projects are executed both timely and within budget.
- Experience in building and cultivating a multi-faceted creative team.
- Strong creative vision and a confidence in communicating with senior level stakeholders, internal departments and external design agencies.
- Very experienced in editing, video shooting and handling all aspects of video content production as well as photography into digital, print or film.
- Excellent knowledge and intuition for Social Media and content publishers.
- Superuser of most software tools including Adobe Creative Cloud, AVID and FCPX

## KEY ACHIEVEMENTS AND ATTRIBUTES

### Creative Management, Employee Leadership

- Mentored junior producers and a team of five to support their development and engagement into the organisation.
- Hiring and briefing freelance talent.

Notable clients: Disney Networks, Jetix, Discovery Channel

### Promotional Direction, Brand Management

- Developed conceptual treatments, wrote copy and scripts, directed art direction and post- production of On-Air promos spots and campaigns across a network of world-leading TV stations.
- Produced, designed and directed nomination spots and onscreen visuals for Muzik Magazine Awards and NME Awards.
- Produced and created music videos on a tight budget; delivered an exceptional product without compromising quality.

Notable clients: MTV, Disney Networks, Discovery Networks, Sky.

### Film Production, Project Management, Client Communication, Budgeting

- Gained extensive experience by working with NGOs in Africa to support delivery of business goals through media production. Created short form documentaries which successfully helped to attract and secure sponsors to enable the development of projects.
- Project managed and produced a corporate film for a leading bank in Nigeria. Worked with the client to understand the goals of the project, target market, key message, concept, script, editing and final production.
- Produced several short form documentaries in Africa.

Notable clients: National Geographic Channel, BBC Media Action, UN-FAO, British Council



## Nicolai Amter

Creative Director

E: [mail@amter.com](mailto:mail@amter.com)

M: 07770613703

LI: [linkedin.com/in/amter/](https://www.linkedin.com/in/amter/)

W: [amter.com](http://amter.com)

## PROFESSIONAL SKILLS

- Creative Management
- Social Media
- Film Production, Directing
- Employee Leadership
- Talent Recruitment
- Promotional Direction
- Brand Management
- Project Management
- Client Communication
- Budget Management

## BRANDS I HAVE WORKED

### WITH



## PROFESSIONAL EXPERIENCE

### 2006 – Present

#### Creative Producer

Work on a freelance basis and through own company with a variety of clients in corporate, broadcasting and charitable sectors to produce high impact communications.

- Develop marketing-based productions for corporate clients to enhance brand exposure and sales.
- Create, produce and edit of documentaries, short films and music videos.
- Promote media products through a variety of innovative and technology-led solutions.
- Campaign management and execution in line with brand positioning, marketing and business plans.
- Project management, including agreeing on project scope, objectives, execution and budgetary control.
- Social media engagement and management to increase viral reach and exposure.

Notable clients: Discovery Networks, National Geographic Channel, UN-FAO, British Council, and IPC Publishing.

### 2006 – Present

#### Senior Creative

Worked across a variety of leading networks; created promotional trailers, image campaigns, press tapes and channel launches.

- Managed promotional campaigns for Discovery Networks and Disney Networks.
- Created concepts and ideas in line with client requirements.
- Managed the production budget, including cost controls.

Notable clients: Discovery Channel, Disney Networks, C4, E4, ITV and Sky.

### 2005 – 2006

#### Senior Promotions Director/Creative Manager at Disney Network

Managed the creative roadmap for the promotional campaigns linked to scheduling and programmes for the Disney Network.

- Oversaw and allocated projects to team members.
- Led a team of 5 people; this included performance management, development and communication.
- Authored briefs, recruited talent and delivered against budget/time.
- Produced launch campaigns and image campaigns.
- Streamlined the briefing process to enable better creative content.
- Managed daily operations.

#### Previous Employment History

- Freelance Promotions Producer: SyFy Channel (2004 – 2005)
- Freelance Promotions Producer: MTV UK (2000 – 2004)
- Senior Promotions Producer: MTV Nordic (1998 – 2000)
- Freelance Promotions Producer: Cartoon Network (1997-1998)
- Promotions Producer: ViaSat (1996 – 1997)