

Freelance AR Creative Developer

The Spectacle / Share My Spot / Nelly the Narwhal - **July 2022 to present**

- The Spectacle - Freelance Social AR Creative Developer. Custom Social AR filters and lenses on TikTok, Meta, Snap and Web AR services. Projects for Google, HBO, Pokémon, Land Rover, Meta, TikTok, Chelsea Flower Show. Over 400M views currently and an official TikTok EffectHouse Ambassador. Top 1% creator on TikTok.
- Share My Spot - A PWA that connects music, places and people through contextual memory with Spotify and Google Maps. Creating a space where music can be stored, shared, and discovered with the added dimension of location.
- Nelly the Narwhal - A year long XR / Climate change project of a fictional Narwhal, brought to life with short form video content on TikTok, Effect House Filters, a mini documentary and an educational mobile app. Showcased at SonarD+ and New Images Film Festival and in partnership with Tvibit in Tromsø, Norway.

Head of A&R

Instrumental / FrtyFve - **Dec 2021 to June 2022**

- Responsible for the setup, management and expansion of a new A&R division which is the face of the Frtyfve label, providing a best-in-class Artist Experience and increasing the lifetime value of each Artist partnership.
- Manage a team of internal and external A&R managers and assigning Active roster, including setting and monitoring Artist growth and development OKRs.
- Manage internal comms with cross functional teams for updates on weekly new Artist onboarding, Artists A&R calls, Artist statuses, Release schedule and providing constructive feedback and opportunities for growth. Brief in new releases to cross functional teams including Marketing, Operations and Partnerships to align on strategy and capacity.
- Manage inbound enquiries of new signings, up-sells and conflict resolutions and escalating critical issues to C suite that could harm brand or label.
- Weekly progress of finance tracker and catalogue performance tracker to drive output of +130% NRG, covering full roster release strategy, DSP partnerships / activations, catalogue up-sell/extension/buyouts, single track license commissions and creative opportunities. Providing weekly reports into weekly business review with the senior leadership team.
- Explore and give feedback into new data driven products that add value to our artists including performance and audience insights, payments and financing apps and new ideas derived from insights gained from working closely and collaboratively with the talent.
- Creation of an A&R playbook to facilitate future onboarding of new A&Rs, and expansion of A&R network.

Creative Director of Catalogues

Music Manager Ltd - Danish catalogue mgmt and distribution - **Feb 2019 to Nov 2021 (cont'd from before)**

- Responsible for the editorial and commercial performance of all existing and future digital audio and visual products. Current catalogue size exceeds 250,000 tracks across a range of genres, sonic fidelity and language of performance.
- Increased digital distribution sales by 50% from January to December 2020 compared to the same period of 2019 and an 80% increase compared to the same period of 2018.

- Defined and responsible for our overall programming strategy, including product compiling, release strategy and playlist programming. Responsible for the content, technical and compiling team to hit set commercial targets. 60M+ streams on products that I have programmed.
- Led internal creative innovation, including developing and implementing a robust product programming tool to streamline unexploited assets, new product opportunities, compiling and artwork creation. 1000's of unexploited products were programmed, reviewed, created and released resulting in a product output growth of 50% compared to 2019.
- Led the strategy for programming all company, client and artist playlists with a global audience in mind. A strong analytic approach is taken by using internal data, DSP APIs and analytics plus external tools like Chartmetric to understand how our assets are being playlisted by audiences and markets. Programming trends continue to be explored and tested by a number of KPIs.
- Deep understanding of analytics to inform and support new product creation, create actionable insights and seek new opportunities. Designed workflows of product compiling through sonic analysis, internal and external metrics and trends to continually evaluate product programming potential.
- Led the creative branding of the company including a full oversight, design and execution of a new website. An increase in monthly global traffic by 10,000%, resulting in new sales and landing on Google SERP for a number of targeted keywords.
- Led the product design and successful integration and launch of a client dashboard to give partners an analytical overview of all releases, including search functionality by ISRC code and catalogue performance.

Head of Music / Community Manager / Growth Specialist

little concert - live music community marketplace (*same employer as above*) - **April 2016 to Jan 2019**

- Responsibilities in all verticals of the company from design proposals, scope of work, strategy, contract negotiation, user growth and outreach, creative design, brand identity and product design.
- Led business development for new partnerships. Pitched, produced and executed campaigns with Airbnb x Mayor of London, Help Musicians NI, Three Mobile and Roland. Resulting revenue of over £70K and getting global press.
- Strong grasp of commercial strategy, local territory needs and global market knowledge to execute successful results driven user acquisition campaigns.

Creative Producer / Stage Manager / Sound Engineer

Freelance - **Jan 2010 to March 2016**

- Extensive experience producing and executing live music events and large scale events with creative services. Everything from Mystery Jets, Alt-J to Burt Bacharach and Nigel Kennedy.

Education

Le Wagon London - Full-Stack Web Dev 2020

24-week intensive coding bootcamp learning OOP with Ruby, RoR, JS, HTML and CSS, Github, SQL, APIs, TDD.

Music BA (Hons), Music 2011 - 2014

Music production, Music history, Music composition and Jazz studies

Creative & Fun Technical skills

- Social AR - Effect House, Lens Studio, Spark AR, Adobe Aero
- Web Design - Webflow, No/low code - Glide, Adalo, Softr + Make.com / Airtable, Figma
- Lite 3D Blender work + Procreate 2D/3D for custom textures
- Creative Suite - Photoshop, InDesign, Final Cut Pro, Logic Pro, Figma, DaVinci Resolve 18