

# Andrew Phillips

Creative Media Specialist - Andrew Phillips Media LTD

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2017

To whom it may concern

## **Letter of Introduction**

Able to provide creative management to projects across Digital, App and Web platforms, with compelling content, defining strategies and precise planning. Achieving successful results, always on time and within set budgets.

Assisting brands in defining their objectives and growing their brand and user engagement. Able to prepare a strategic plan for any project with a compelling social media campaign.

Highly developed creative skills in design, content, web systems, App development and team dynamics.

Created exclusive content for a range of entertainment platforms, which includes 100s of Apps, 10 content management systems, 40 websites, over 200 radio stations and 6 TV channels. Successfully produced over 1,000 live major broadcasting events with a range of content for more than 100 top personalities and 400 music acts.

I am absolutely passionate about great content and simple yet sophisticated user experience.

It doesn't matter what platform you use, if you don't have compelling user focused content it will not appeal or be successful in todays saturated content marketplace.

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Web blog: [andrewphillipsmedia.com](http://andrewphillipsmedia.com)

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## EXPERIENCE

### Andrew Phillips Media Ltd

MAY 2015 - PRESENT

#### Managing Director

Providing management of key international media, App and digital projects, with defining strategy, original content and precise planning across music, video, entertainment and games.

A major project is a new music App and platform that will launch in 2017 and change the way you work with music forever. Combining a suite of services for the unsigned, semi pro and professional artist.

Extensive work with Live events, concerts, podcasts, radio, vod and TV with acts like 'Raye', 'Wretch32', 'Jon B', 'Rudimental', 'Disclosure', Ms.Dynamite, 'Bipolar Sunshine', Jasmine Thompson and DJ Charley and many more.

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### Microsoft

MARCH 2014 - MAY 2015 (1 YEAR

#### Xbox Apps & Music Producer

3 MONTHS)

Developing and leading a high-performing multi-talented editorial programming team. Driving the editorial programming strategy for Xbox Apps & Music channels on Xbox 360 and Xbox One across all relevant markets.

Oversee all content and creative execution of Xbox Live Dashboard promotions. Designing compelling content on the Xbox 360 and Xbox One with key Apps and engaging Music content.

Research and development of content experiences to help grow user engagement.

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## Independant

MAY 2013 - MARCH 2014 (11 MONTHS)

### Multimedia Consultant to Artists & Brands

Consulting various Media companies on digital strategies. Overseeing all social network strategy for company and artists.

Producing digital content to go across platforms - video and audio Voiceovers for international radio show Passport Approved.

Advise new independent record company breaking new international acts.

Managing new talent. Planning artist marketing and release campaigns.

MC at major entertainment conferences.

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## ABC Radio

OCTOBER 2010 - JANUARY 2013  
(2 YEARS 4 MONTHS)

### Content Manager for the Northern Territory

General Manager for local radio in the Northern Territory of Australia, based in Darwin and responsible for all radio station output across all platforms in the Territory.

Responsible for the implementation of ABC format, all schedules, music, speech and editorial policies. The position involves travel to various locations across Australia to visit radio stations and manage staff issues.

Oversea social networking strategy and plans, web site traffic and podcasts. Major achievements were presenting national shows, receiving national awards, App development.

Coordinating the radio production for President Obama's visit to Darwin and the 70th anniversary of the Bombing of Darwin broadcast across the whole of Australia.

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## NT Government

2013 - 2013 (1 YEAR)

### Social Media and Online Communications

#### Director

Office of The Chief Minister, NT. Responsible for all content on social media platforms. Designed a social media strategy for the NT Government and Chief Minister Constructing an overall digital content strategy for a new Government.

Advising Ministers in various departments on media use. Media training for media advisors and Ministers Designing website and facebook templates Editorial responsibility for key messages

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## MTTE

SEPTEMBER 2006 - DECEMBER  
2010 (4 YEARS 4 MONTHS)

### Managing Director

Media consultant - Consulted various broadcasting companies.

Editor for Popworld radio - Simon Fuller 19 Management Produced podcast with record streams.

Channel 4 TV and digital projects. Consulted in the succesful channel 4 radio national Digital multiplex application.

Won first Sony Radio award for Channel 4 New website development for channel 4 radio Comedy and Music program extensions E4 TV show SKINS helped produced the enhanced podcast number one on iTunes podcasting chart

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## UBC Media

2004 - 2006 (3 YEARS)

### Head Of Commercial Programming

Produced and designed a national chart show for commercial radio in the UK that launched across 50 stations. The show included major international music artists like George Michael, Tom Jones, Michael Buble, Robbie Williams, Take That and many others on a weekly Sunday show. Presented by Melanie Sykes and Nick Snaith.

Created bespoke promotions and content for major commercial brands.

Managed the entertainment news presented to a commercial radio network across the UK of 150 stations to an audience of 11 million

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## XFM & Capital Radio

1997 - 2004 (8 YEARS)

### Programme Controller

Programmed a schedule with talent like Ricky Gervais, Karl Pilkington, Stephen Merchant, Zane Lowe, Christian O'Connell, Zoe Ball, Simon Pegg, Nick Frost, Dermot O'Leary, Jimmy Carr, Richard Bacon, Shaun Keaveney and many more.

Launched specialist music shows. First on line platforms in commercial radio for new music Live music shows with Coldplay, Radiohead, Kings Of Leon, Oasis and many more

Broadcast program extensions on SKY TV and MTV Launched XFM digital Major promotions with Xbox and playstation

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## Capital Radio Invicta Radio

1998 - 2000 (3 YEARS)

### Programme Controller

Responsible for all station output, format, commercial and sponsorship and staff management, contracts and training

## EDUCATION

### TAFE WA Australia

#### Radio Broadcasting Engineer

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## SKILLS

Broadcasting, Radio Broadcasting, Sound, Radio Production, Digital Radio, Talent Coaching, Presentation.

Television, Video, Web Video.

Entertainment, Formats, Copywriting.

Social Media Marketing, Digital Marketing, SEO, Online Advertising, Online Marketing, Social Networking.

Strategy, New Trends, Digital Strategy, Brand Development, Content Strategy, Management, Entrepreneurship.

Music, Music Scheduling, Playlists.

Market Research.

Mobile Devices, App Development.

Conference Speaker, Teaching.

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