

A photograph of a man with glasses and a beard, wearing a dark jacket, speaking at a podium. He is gesturing with his right hand. The background is dark with some blue and green light spots.

CONTENT MANAGER

Andrew Phillips

“As a content expert, I have managed projects across a range of platforms”

Able to bring extensive experience and insight to any **content** project and have the essential skills to create **content** that engages users, improves key business objectives and brand aspirations

A **content** manager with a proven track record of creating and producing award winning **content** with compelling narratives that engage with users

Demonstrated consistently an ability to read the market and consumer trends.

Built a successful portfolio of award-winning **content** for over 200 Podcasts, over 400 radio stations and 6 network TV channels. 100s of Apps, 60 content management systems and 50 websites

Produced over 1200 live major broadcasting events with a range of **content** for more than 150 top personalities and 400 music acts and 100's of brands.

Able to formulate successful cross-platform **content** strategies, supported by audience insights, content trends and data analysis with agencies and brand managers

Successful project experience with brands, entertainment channels, Lifestyle brands, the arts and culture sectors, charities, the education sector, government departments and projects, The music industry, The gaming industry, presenters, artists, comedians, sportspersons.

Creative direction and technical skills applied to **content** strategies, productions, podcasts, social media, broadcast channels, Radio, TV, apps, games, VR and AR

A resourceful, enthusiastic person with a consistent approach to challenges always looking for solutions and innovation.

A people-orientated manager, bringing out the best in people and teams.



EXPERIENCE

AP Media LTD & ADA Content Manager

2015 - Present

Providing consultancy and management to a range of international digital and media projects across Apps, Radio, TV, Social Media, Podcasts, YouTube for Brands and Artists

Microsoft Xbox Apps & Music Producer

2014 - 2015

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.
Programming and scheduling for the EMEA markets.

Media Freelancer Multimedia Consultant

2013 - 2014

Consulting various Media and music companies on digital strategies
Overseeing all social network strategy for company and artists.
Producing digital content to go across platforms - video and audio

ABC Radio & TV Content Manager

2010 - 2013

General Manager for local radio in the Northern Territory of Australia,
Responsible for the implementation of ABC format, all schedules, music, sport, speech and editorial policies. Oversee all social media strategy, websites, and podcasts.
Producing and presenting shows

EXPERIENCE

NT Government - Office of The Chief Minister

Social Media and Online Communications Director

2013

Responsible for all content on social media platforms, radio and TV.
Social media strategy and digital content strategy for a new Government

Channel 4 Managing Content Director

2006 - 2010

Media consultant to various broadcasting companies.
Editor for Popworld radio a national music show - Simon Fuller 19 Management.
Produced podcast with record streaming numbers.
Channel 4 TV and digital projects.

UBC Media (Now 7 Digital) Head of Commercial Programming

2004 - 2006

Produced and designed a national chart show for commercial radio in the UK that launched across 50 stations.
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.

Capital Radio Group - XFM - (Now Global Radio)

Programme Controller

1997 - 2004

Programmed XFM with Ricky Gervais, Karl Pilkington, Stephen Merchant, Zane Lowe, Christian O'Connell, Russell Brand, Lauren Laverne, and many more plus live music shows with Gorillaz, Coldplay, Radiohead, Kings of Leon, U2 and more
Firsts in digital radio and online shows



STRENGTHS

Project Management, original content, content strategy, team orientated, creativity, production, Editor, design, prioritising, mentoring, problem-solving, negotiating, communicative, Strategic thinking, UGC, analytical

CREATIVE SKILLS

Video, Photography, Audio, Voiceovers, MC, Conference, speaker, Production, VR, Microsoft Office (Word, PowerPoint, Excel, Outlook), Adobe Creative Suite, Pro Tools, Logic Pro X, Final Cut Pro X, UI, UX, App development, Project Funding, Social Media, Content Management, SEO

ANALYTICAL SKILLS

Creative thinking, Critical thinking, counselling, Audience development, Branding, community building, Emerging trends, Research, data analysis, keyword, trend setting analysis, SEO

PLATFORMS

Social Media, Radio, Television, Podcasts, Video, Audio, Apps, Broadcast channels, Websites, Gaming, VR,

APPS

Design and development
Funding for apps for music, sport and lifestyle genres
Apple and Android platforms

EDUCATION

Radio Broadcasting Engineer
TAFE Western Australia, Australia

Broadcasting certificate of proficiency to install, start up, maintain and repair equipment used for the transmission and reception of television and radio broadcast signals. This includes transmitters, microphones, mixing desks, digital systems, CD players, computers, television cameras.

AWARDS

Radio – Sony, Commercial radio and International radio awards
ABC Australia – Radio and App awards
Microsoft – KPI and target awards
Music – Content Projects, Production, sales, airplay
Campaigns – Commercial and audience achievement awards
Artists – Audience Awards
E Commerce – Targets and commission awards

TALENT - PODCASTS

Personally, helped in the careers of names including, Ricky Gervais, Karl Pilkington, Stephen Merchant, Zane Lowe, Christian O'Connell, Lauren Laverne, Adam Buxton, Byron Cooke, Shaun Keaveny, Russell Brand, Dermot O'Leary, Jimmy Carr, Zoe Ball, Tim Lovejoy, Simon Pegg, Nick Frost, Suggs, Melanie Sykes and many more.



SPORT

Managed various Sport content across media channels including football, afl, cricket, Olympics, Commonwealth games, and, rugby union. Worked with many sport personalities including, Jonathan Pearce, Martin Tyler, Martin O'Neil, Alan Parry, Tim Lovejoy, Helen Chamberlin, to mention a few.

MUSIC

Created bespoke music content, playlists, interviews, and sessions, with music acts around the world on various platforms including, Raye, Wretch32, Bipolar Sunshine, Radiohead, Disclosure, Rudimental, Coldplay, Kings of Leon, Muse, U2, Elbow, Gavin James, Jack Savoretti, Oasis, Blur, Gorillaz, The Verve, REM, Snow Patrol, George Michael, Elton John, Foo Fighters, Queens of The Stone Age, Paul McCartney, and many more



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