



# ANDREW PHILLIPS

Content Manager &  
Mentor

## CONTACT :

+44 7850 958 625

[andrewphillipscv.com](http://andrewphillipscv.com)

Maidenhead, SL6 9BF

## ABOUT ME

An award-winning content manager/editor with a successful track record in creating compelling narratives. A strong background in leading media teams and worked with well-known personalities and brands to define their content strategies.

A life and media mentor and coach who helps individuals clarify their goals and overcome obstacles. A resourceful and enthusiastic person, with a solution-oriented approach and a commitment to innovation.

## WORK EXPERIENCE

A content manager and mentor at ADA since 2013, providing content consultancy, production, and management services to a variety of brands and artists across digital and media projects.

Recently launched the 'Touch Of Truth' podcast series with Edelman PR, an international 'Vikings' TV podcast, designed a content strategy for a major US company and involved in a YouTube stunt with over 15 million views and millions more on TikTok.

Previously, worked as an Apps & Music producer at Microsoft-Xbox, leading a high-performing editorial programming team for EMEA.

Held positions as a Content Manager at ABC Australia, Social Media and Online Communications Director at the NT Government, Managing Content Director at Channel 4 & MTTE, Head of Commercial Programming at UBC Media (now 7 Digital), and Programme/Content Controller at Capital Radio-XFM (now Global Radio).

## CREATIVE SKILLS

Video editing, photography, audio recording and mixing, voiceovers, MCing, speaking at conferences, copywriting, production, virtual reality, proficiency in Microsoft Office and Adobe Creative Suite, Pro Tools, Logic Pro X, Final Cut Pro X, user interface and user experience design, app development, project funding, social media management, content management, and search engine optimization. Mentoring and coaching.

## WORK ACHIEVEMENTS

Built a successful portfolio of award-winning content for a variety of platforms, including podcasts, radio stations, TV channels, apps, websites, games and more. Produced over 1200 live broadcasting events, working with top personalities, music acts, and brands. Creating content that has generated millions of views on popular platforms such as YouTube, Instagram, and Google

## THE SECTORS

Worked with commercial brands, entertainment channels, lifestyle brands, the arts and culture sector, charities, the education sector, government departments, and exclusive projects. Worked in the music industry with artists, the gaming industry, and with presenters, comedians, and sport personalities

## STRENGTHS

Project management, original content creation, content strategy, being team-oriented, creativity, production skills, editing, design, prioritizing, mentoring, problem-solving, negotiating, strong communication, strategic thinking, user-generated content, analytical skills, life coaching and emotional intelligence.



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## ANALYTICAL SKILLS

Creative thinking, critical thinking, audience development, branding, community building, emerging trends, research, data analysis, SEO, keyword analysis, and trend setting analysis.

## COMPENTACIES

Expertise in creative direction, design, and technical skills, as well as experience in content strategies and production for various mediums, including podcasts, social media, broadcast channels, websites, radio, TV, apps, games, VR and AR, and AI. They are also a motivational speaker, mentor and coach.

## EDUCATION

A Radio Broadcasting Engineer certification from TAFE Western Australia in Australia. This certificate demonstrates proficiency in installing, starting up, maintaining, and repairing equipment used for the transmission and reception of television and radio broadcast signals, including transmitters, microphones, mixing desks, digital systems, CD players, computers, television cameras, and content management systems.

## AWARDS

Radio Awards from Sony, Commercial Radio, and International Radio Awards. Radio and App Awards from ABC Australia, KPI and Target Awards from Microsoft, Content Project, Production, Sales, and Airplay Awards in the Music industry, Commercial and Audience Achievement Awards for Campaigns, and Audience Awards for Artists. Targets and Commission Awards for E-Commerce.

## MUSIC

Extensive experience working in the music industry, having created custom music content, playlists, interviews, and sessions with top music acts around the world. He has worked with a wide range of artists

## SPORT

Experience managing various sport content across different media channels such as football, AFL, cricket, Olympics, Commonwealth games, and rugby union. He has also worked with well-known sport personalities

## TALENT MANAGEMENT

Worked with many talented individuals in the music, sport and entertainment industry, providing them with support and guidance in building and furthering their careers.