



# Andrew Phillips

CONTENT  
MANAGER / MENTOR

## ABOUT ME

Award-winning content strategist and media innovator with a proven record of creating impactful narratives that captivate audiences and drive engagement. Experienced in leading dynamic media teams and collaborating with high-profile personalities and global brands to craft compelling, purpose-driven content strategies.

A visionary life and media mentor, empowering individuals and brands to refine their goals and overcome challenges with a solutions-driven, forward-thinking approach. Known for a commitment to innovation and an infectious enthusiasm for storytelling that resonates across diverse platforms.

## WORK EXPERIENCE

### Content Manager & Mentor

Offering expert consultancy, production, and management services to brands and artists across digital and media projects.

- **Podcast Achievements:** Designed and launched podcast series for artists and brands, securing top positions on Apple Podcast charts.
- **Viral Campaigns:** Directed a YouTube stunt that amassed over 15 million views, with additional reach across TikTok.

### Leadership Roles

- **Managing Director** – TBN UK London TV Studio
- **Apps & Music Producer** – Microsoft-Xbox: Headed editorial programming across EMEA.
- **Content Manager** – ABC Australia
- **Social Media & Online Communications Director** – NT Government
- **Managing Content Director** – Channel 4 & MTTE
- **Head of Commercial Programming** – UBC Media (now 7Digital)
- **Programme/Content Controller** – Capital Radio-XFM (now Global Radio)

## CREATIVE SKILLS

### Proficient in:

- **Content Creation & Production:** Video editing, audio mixing, photography, and voiceovers.
- **Digital Tools:** Adobe Creative Suite, Final Cut Pro X, Pro Tools, Logic Pro X, and user interface/user experience design.
- **Innovation in Media:** Virtual reality, app development, project funding, and search engine optimization.
- **Engagement:** Social media management, copywriting, mentoring, and public speaking.

## WORK ACHIEVEMENTS

- **Award-Winning Content:** Built a diverse portfolio across podcasts, TV, radio, apps, websites, and games.
- **Live Broadcasting:** Produced over 1,200 live events with renowned personalities and global brands.
- **Digital Impact:** Created content generating millions of views on platforms like YouTube, Instagram, and Google.

## THE SECTORS

### Extensive experience across:

- **Commercial brands, entertainment channels, lifestyle brands, arts and culture, charities, education, government, music, gaming, and exclusive projects.**
- **Collaborated with artists, presenters, comedians, and sports figures to deliver high-quality, innovative content.**

## CONTACT



+44-7850-958-625



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



[aj7phillips@mac.com](mailto:aj7phillips@mac.com)



London/Bournemouth



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## ANALYTICAL SKILLS

- Creative Thinking: Developing innovative solutions and content strategies that resonate with target audiences.
- Critical Analysis: Identifying emerging trends and applying insights to create data-driven, impactful campaigns.
- Audience Development: Harnessing research and analytics to grow engagement across multiple platforms.
- SEO Expertise: Mastering keyword analysis and optimization to enhance visibility and reach.
- Branding: Building strong, cohesive brand identities tailored to diverse markets.
- Trend Analysis: Staying ahead of industry developments to inform content strategies and ensure relevance.

## STRENGTHS

- Core Skills: Content strategy, project management, creativity, editing, and design.
- Soft Skills: Mentoring, problem-solving, strategic thinking, and emotional intelligence.
- Analytical Expertise: Data analysis, audience development, SEO, branding, and trend identification.

## COMPENTACIES

Deep expertise in creative direction, design, and content strategies across platforms, including podcasts, social media, broadcast media, apps, VR, and AI. A sought-after motivational speaker, mentor, and coach with a talent for bridging creative ideas with practical execution.

## EDUCATION

Radio Broadcasting Engineer Certification – TAFE Western Australia

Specialized in the operation and maintenance of broadcasting equipment, from digital systems to content management platforms.

## AWARDS

- Sony Radio Awards, Commercial Radio Awards, International Radio Awards.
- Content and App Awards from ABC Australia.
- KPI and Target Awards – Microsoft.
- Production, Sales, and Audience Achievement Awards – Music Industry.
- Campaign and E-Commerce Achievement Awards.

## MUSIC & SPORT

- Music: Created custom content, playlists, and interviews for leading artists globally.
- Sports: Managed content for football, AFL, cricket, Olympics, Commonwealth Games, and rugby, collaborating with renowned sports personalities.

## TALENT MANAGEMENT

Guided a wide range of talented individuals—including Ricky Gervais, Stephen Merchant, Karl Pilkington, Zoe Ball and Zane Lowe—in advancing their careers through strategic content creation and personalized mentorship. Collaborated closely with artists, athletes, and entertainers, offering tailored support to help them refine their craft, connect with audiences, and achieve their goals.

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