



# CHRISTIAN ANDERSON- RAMSHALL

Head of Digital and Video Production | 07985218556

## DETAILS

07985218556  
[caramshall@outlook.com](mailto:caramshall@outlook.com)

## LINKS

[Linked-In](#)  
[Website](#)

## SKILLS

Leadership

Film Production

Complex Problem Solving

Creative Direction

UX

Agile Methodology

Self Starter

## HOBBIES

Guitar, Marathon Running,  
Photography, Gym, Reading



## PROFILE

Award-winning, versatile and results driven I've led on exceptional projects for brands and agencies from global web builds to international commercial video campaigns. I have created successful campaigns with high profile talent such as **Sir Richard Branson, Sir Mo Farah** and **Michael Fassbender**. Proven video and digital project management in Agile workflow, leadership, strategic, problem solving, user testing and analytical skills with a keen willingness to adapt to changing industry trends. A multi-disciplinarian digital professional who relishes in leading or working with teams to create outstanding work.



## EMPLOYMENT HISTORY

### Head of Production at The O Collective

May 2018 – Present

- Responsible for leading and pitching on all video production output across multiple clients including: **WWF, PlayStation Europe, Pernot Ricard** and **BrewDog**.
- Principle lead on video and content new business strategy whilst increasing fee by 20% across all video budgets.
- Website development consultancy on small and large-scale mobile optimised builds.
- Responsible for multiple territory projects to ensure all are trafficked and budgeted effectively.
- Executive producer on all productions including timelines and budget allocation for projects from four to six figures.
- Creative direction and production consultancy for global video productions for the Manifest group (parent company).

### Head of Digital Production at Virgin Management

April 2014 – April 2018

- Strategy and execution of key video assets for the Virgin group and Richard Branson to reach new territories.
- Lead on Virgin and Facebook partnership for 360VR kite surfing shoot in Necker Island to create dramatically increased reach across our social media portfolio.
- Slashed production costs on creative projects by fostering a multi-disciplined in-house production and freelance team.
- Lead on new 'napkin brief' template for the group to ensure streamlined creative briefing process.
- Successfully lead on Virgin.com and Virgin Unite website re-build to transition code to a pure open-source (Drupal) codebase to help increase coverage to 2 Million unique visitors a month.
- Privacy Champion leading on digital team's data readiness for GDPR.
- Stakeholder management at C-Level including pitching to and directing Richard Branson in multiple campaigns.
- Project Management and user testing lead on multiple user-centric website builds including Virgin Corporate, The Eve Branson Foundation and Virgin Unite.

### Freelance Creative Producer at Caramshall.com

December 2013 – April 2014

## Executive Producer at Google/ Across the Pond Productions

September 2011 – November 2013

- Production direction and planning across multiple in-house Google and YouTube campaigns.
- Managed creative execution, delivery and micro-site builds for multiple video assets for global campaigns including Google Science Fair, Your Film Festival and The Google Cultural Institute.
- Creation of multiple language localisation tool kits and guidelines for producers.
- Management of four producers, four assistant producers including succession planning and conflict resolution.
- Creation and deployment of new appraisal system for all staff.

## Senior Creative Producer at Viasat

September 2010 – September 2011

- Management of two producers and two assistant producers on multi-channel creative campaigns.
- Brief creation and creative execution for multi-channel re-brands.
- C-Level management consultant on channel creative strategy and execution to shift public sentiment.
- Created a 'new starters' on-boarding program to assist with cultural nuances within the Hungarian and Swedish teams.

## Creative Producer at ITV

June 2007 – September 2010

- Creative ideation and execution on high-profile campaigns including The X-Factor and The Brit Awards to increase viewership.
- Analysed, reviewed and interpreted marketing briefs to create the award-winning video campaign for the launch of itv.com.
- Management responsibilities including work allocation, creative direction and succession planning.

## EDUCATION

### University of Kent, Canterbury

September 1996 – September 1999

**Degree: 2:1 - Film BA (Hons.)**

Society memberships including: skydiving club, ski and snowboard society and I played guitar in three campus bands.

## COURSES

### Agency Certification, Clearcast

February 2019 – February 2019

### One Day MBA, IPA

October 2016 – October 2016

### Budgeting and Accountancy, Virgin

March 2015 – March 2015

### Working with Actors, D&AD

June 2011 – July 2011

**\*References available upon request**