

# Andy Cheeseman

Creative Lead - Video, Design, Interactive

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*I'm an experienced creator with a passion for developing content and platforms. Well versed in **creative production**, and highly capable of delivering **memorable experiences** that fuse novel technology and meaningful content through cross-discipline collaboration.*

## Key Skills

**Creative Process.** Conception, Consultation, Stakeholder Engagement, Briefing, Pitching, User Testing, Collaboration, Leadership, Agile Teamwork.

**Video Production.** Videography, Self Shooter Motion Graphics, Adobe Creative Cloud, Premiere, After Effects, Final Cut, Script Writing, Storytelling.

**Graphic Design.** Photoshop, Illustrator, Figma, InDesign, Art Direction, InVision, Branding, Photography, Socials, Illustration, Infographics.

**Interactive.** Interactive Experiences, UX, Web, Apps, Quizzes, AR and VR, Spark AR, Voice, Data Analytics, CMS, Wordpress, SEO, Curation, Discovery.

**Marketing.** Copywriting, Campaigns, Pitching, Event Management, Social Media.

**Administration.** Microsoft Office, Mac, Windows, First Aider, Enhanced DBS, Full UK Driving Licence.

## Employment

Aug 20 - Present

**Democracy**, *Creative Lead.*

Leading this PR agency's full service studio across a range of video, interactive, social, AR and graphic design based output. From ideation to delivery, across a range of international clients and in close collaboration with internal creatives and external freelancers. I've developed the studio's creative capacity and capability, as it has matured into a core part of the company's unique offering. Implementing bespoke studio tools, developing workflows and establishing a positive studio culture. Whilst in this role, I won an internal Values award for 'Progressiveness'.

Oct 16 - June 20

**BBC**, *Content Producer, Labs and Platforms, Web, Children's and Education.*

Whilst at BBC Children's, I delivered a wide range of projects across the web, a portfolio of apps and broadcast television. I developed innovative ways of communicating with a diverse audience and helped shape the future of interactive's relationship with broadcasting. During this time I won a 'BBC North Star' award and CBeebies won a 'Channel of the Year' BAFTA.

In the *Web* team, I pitched and developed hundreds of interactive experiences. From videos, motion graphics, graphic assets, quizzes and copy. Introducing innovative ways of working in collaboration with D&E and external suppliers.

In *Labs* and working across all four CBeebies apps, I was a key member of the project team who delivered the iOS app of the day, 'Get Creative'. Commissioning a range of interactive experiences, insight analysis, editorial steering, asset creation and stakeholder management; and in close collaboration across many disciplines, studios, talent and brands. I explored how emerging technologies could bring audiences closer to the brands they love across several prototypes. Always striving to best serve, safeguard and celebrate a diverse and uniquely challenging audience.

Apr 15 - Present

**CHEESEMAN**, *Video Producer, Graphic Designer, Freelance.*

Working from Helsinki, I collaborated closely with my clients to develop knowledgeable creative relationships. I oversaw all aspects of my business from client engagement, idea generation and the production of engaging content.

Apr 13 - Apr 15

**JAM**, *Digital Content Producer.*

As the sole in-house creative, I managed all video and graphic design projects. Working with a range of international clients from across the automotive and energy sectors, I produced mixed media packages that positively impacted jobseekers.

Jan 13 - Apr 13	<b>The Cartwright Group</b> , <i>Marketing and Web Manager.</i> Whilst managing all marketing activity I created an extensive brand refined brochure that encouraged a fundamental rethink of the way products and services were presented. It debuted on an exhibition stand with novel collateral, which I designed.
Oct 09 - Oct 12	<b>Sunderland City Council</b> , <i>Film and Media Officer.</i> Central to the creation of an internal video production service, I produced content for community organisations and high profile events alike, including Sunderland International Air Show and the Labour Party Conference. I also collaborated with children who have special educational needs to realise a creative vision of theirs. Separately, I worked on a bid that won £10 million in Microsoft training for residents.
June 03 - Oct 09	<b>Katmex</b> , <i>IT Administrator and New Media Designer. (Part time during education)</i> Managing the purchase, installation and maintenance of the IT infrastructure. Providing bespoke new media solutions, including a dynamic foyer screen and assorted e-learning.

## Education

Sept 05 - July 08	<b>BA Media Production (Video and New Media) (Hons)</b> , <i>Sunderland University.</i> During my studies, I was involved with outreach in schools and active in student TV and radio productions. A documentary I directed won a NaSTA award for Best Documentary. I also ran a weekly nightclub event that was featured on BBC 6 Music.
Sept 08 - June 09	<b>Certificate of Higher Education, Design Technology</b> , <i>Sunderland University.</i> This course allowed me to realise a multitude of design-based skills. During this time I also contributed to a short film that premiered at the Cannes Short Corner.
Sept 98 - June 05	<b>A Levels</b> , <i>Bede College, Billingham.</i> <b>GCSEs</b> , <i>St Michaels RC School, Billingham.</i> Media Studies, Design Technology: Product Design, Information and Communication Technology, AS English Language, AS General Studies. 12 prior GCSEs.

## Experience

Jan 22 - Present	<b>Arts Emergency</b> , <i>Mentor.</i> Helping young talent from underrepresented backgrounds to break into the creative arts. I help set goals, explore interests and make decisions about education, training and careers.
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## Activities and Interests

When I'm not in front of a screen; I enjoy cooking, listening to podcasts and socialising with friends. I'm currently learning Finnish, renovating my humble abode and raising my 3 year old.

## References

### Mark O'Hanlon

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### Dr Gillian Schiller

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You can find my portfolio at [andycheeseman.com](http://andycheeseman.com).  
 We can also connect on [LinkedIn](#). This CV was last updated in June 2022.