



# Neil Higgins

Lead Creative / Film Director / Producer specialising in sports and automotive content

📍 London, UK

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## Links

[LinkedIn](#)

## Languages

English

## About

A Lead Creative / Producer / Director who has expertise in working in the digital advertising and broadcast sectors, with a talent and passion for creating original, strategy-led and audience-focused branded video content that delivers above and beyond client brief. I like to challenge the status quo by developing and writing treatments for engaging and thought provoking films, commercials and documentaries.

This experience in brand communications combined with my skills in film directing, video production, sports content, video editing, videography and a solid background in graphic design has allowed me to successfully deliver on any creative brief.

### BRANDS WORKED WITH

- Anomaly
- Dazn
- Engage Digital Partners
- Rankin Creative
- Sky
- the Stars Group
- Vision247 Full-Time

## Experience

### ● Creative Director

Vision247 Full-Time | Feb 2020 - May 2022

Developing creative concepts for company branding, promotional campaigns, and digital marketing communications. Creating and implement tailored marketing plans based on company products or individual client requirements. Directing brainstorming meetings and creative strategy sessions. Developing UI/UX for OTT streaming platforms and creating exceptional well-crafted copy that meet requirements. Shaping brand standards and creating procedures to ensure all products are brand appropriate. Supervising the department's daily workflow, assign project workload, and monitor deadlines and budgets. Negotiating with clients to amend ideas in line with their wishes and explain what is and is not possible. Storyboarding or translating and presenting ideas to directors or clients. Leading multiple projects from conception to completion in accordance with deadlines Hiring, developing and managing the creative team. Ensuring all client's visuals are consistent with the overall brand. Steering or writing scripts. Overseeing and directing film and photo shoots. Presenting pitches to senior stakeholders and clients. see less

### ● Freelance – Lead Creative / Content Producer / Film Director

| Sep 2019 - Feb 2020

Working as a lead creative / content producer / film director in the digital and broadcast sectors, focussing on writing content strategies, social campaigns, and treatments for branded video content along with overseeing global and regional graphic rebrand projects.

During this period I have worked for brands such as; NENT Group, Colossal Sport and VISION247. see less

### ● Project Lead - Motorsport

Engage Digital Partners | Nov 2018 - Sep 2019

Responsible for developing and managing video content across a range of digital platforms and formats for Motorsport brands. Combining data and the latest technologies to help clients create high-value content, build audiences and drive new revenue streams. Defining client's commercial objectives and KPIs, develop marketing strategies and build actionable social content plans – tailoring

a

platform-by-platform approach that is audience relevant. Managing social influencer campaigns for Formula-E. Generating and developing creative ideas for long and short form content for Goodwood Road & Racing social channels. Managing the live broadcast stream and film production team at motor-sport festivals/events, such as Goodwood Festival of Speed, and Goodwood Revival etc.  
see less

### ● Senior Group Predator at The Stars Group

the Stars Group | Oct 2017 - Oct 2018

Managing the Social Media Studio team to develop central social media short form content, to lead and generate the creative strategies for social campaigns and content across the PokerStars, BetStars and PokerStars Casino verticals. To research, plan, create, design, develop, execute and oversee social content across different platforms including Facebook, Instagram, Twitter and YouTube. Responsible for outlining, managing and planning the film production for live events and local markets. Producing and directing celebrities, sports stars and poker pros for social media content campaigns. Editing sports, poker and casino video content for different social platforms. Creating and developing info-graphics, animations and brand guidelines for all three verticals.  
see less

### ● Freelance Senior Promo/Content Producer

Dazn | Jun 2017 - Oct 2017

Responsible for developing the creative strategies across 360° sports campaigns and new product launches such as the 2017 NFL, Serie A, La Ligue and the Mayweather v McGregor super fight. Translated brand and marketing campaigns into engaging clip based sports promotions using the latest production and editing software. Directed and collaborated online editors, audio engineers and voiceover artists.  
see less

### ● Creative

Sky | Jan 2013 - Dec 2016

02.01.2013 - 31.12.2016 – Sky Creative — London

Sky Sports & News – Senior Creative / Promo Producer

Role: - Responsible for developing idea generation and creative 360 thinking solutions across on-air Sports & News channels, social and digital platforms. Direct and manage TV commercials shoots for broadcast both here in the UK and overseas. Translating brand and marketing campaigns into engaging TV, digital and print creative, through using up-to-date knowledge of the latest production technologies. To edit and cut video content using the latest film editing software.

Able to manage, direct and nurture a team of junior creatives, producers and production co-ordinators.

– Produced award winning creative for commercials and promotional videos across a diverse range of media platforms. Creative direction and lead on innovative 360 promotional campaigns for TV, digital and print. Prepared and presented first-rate pitches to clients and brand executives. Directed and managed international commercial shoots featuring Sky pundits, professional actors, and professional sports stars. Managed and directed a team of graphic and web designers across 360° Sky Sports press and digital TV campaigns. Directed and collaborated online editors, audio engineers and voiceover artists.

Sports campaigns worked on: The Masters, US Open Tennis, IPL T20 Cricket, England Test Series - In South Africa, Froch v Groves, Champions Cup

Final,  
F1 Launch and Premiere League New Season Launch.  
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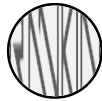
- **Senior Graphic Designer**

Sky | Jul 2007 - Dec 2012

Role: - Responsible for producing creative solutions for print and press advertising for off-air media requirements. Art direction and overseeing different areas of the creative process, from initial briefing through to delivery of final production and ending with client evaluation.

- Developed creative solutions from concept through to final execution across a variety of diverse national campaigns including experiential and outdoor media, pitched and presented final creative concepts to heads of channels, brand and marketing managers, produced contemporary magazine layouts and illustrations through the latest software and production methods. Responsible for brand management and re-brand development across Sky brands, production and delivery to clients and press publications. Created high quality re-touching for press advertorials and large format TV studio set backdrops

Clients: Sky Sports, Sky News, Sky Arts, Sky 1, Team Sky & Sky Ride.  
see less



- **Senior Producer**

Rankin Creative | May 2022 - Jun 2023

Responsible for producing, planning, scheduling, budgeting for film and stills photography shoots for Rolls Royce and Mercedes-AMG clients. Managing all aspects of the production process from conception and development to post-production completion across advertising campaigns for each brand.



- **Senior Creative Producer**

Anomaly | Jun 2023 - Now

Senior producer responsible for planning, scheduling, budgeting and delivering digital content and stills photography for advertising campaigns for luxe brands.

## Education & Training

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1999 - 2001 ● **Croydon College of Higher Education**

Bachelor's Degree, BA (Hons) Graphic Design

1997 - 1999 ● **Southampton Solent University**

Higher National Diploma, Graphic Design and Illustration

1989 - 1994 ● **Furze Platt**

GCSE's,