

Aimee Easter BA

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SUMMARY

Twenty years of Creative Management experience with a reputation for resourcefulness. Actively led and developed international teams. Maintained solid stakeholder relationships at all levels to deliver strategic goals with a clear communication style. Established processes and streamlined complex schedules on time and on budget with critical thinking. Excellent at adapting and delivering change in a global market with social intelligence. A collaborator who makes the seemingly impossible possible, whilst staying calm in fast paced and pressurised environments.

PROFESSIONAL EXPERIENCE

Chartered Management Institute Qualification

June 2024- August 2024

Level 5 'Sustainability in business management' Course

The programme supports aspiring leaders to effectively contribute to their firms Net Zero delivery. To bring vision & values in line with sustainability and carbon reporting, and grow a career in the new green economy.

Merlin Entertainments LMT

December 2023 – July 2024

Creative Traffic Manager, MMM, London

Main point of contact in the Operations team overseeing, traffic management, project lifecycles and timelines for the Creative Studio. Ensured product briefs were serviced with the correct resource and complex schedules aligned across the team. Built a central resource workflow management function that applied the principle of cross skill sharing to assure the smooth flow of projects from initiation to project delivery.

- Meticulous organisational skills. Ability to accurately forecast, prioritise tasks and simultaneously manage multiple creative stakeholders whilst ensuring the product delivered on time and exemplified best in class status
- Excellent collaborative communication style: Initiates open and honest conversations to reduce stress and blockers. Instrumental in monitoring levels of 'burn out', and identifying suitable external resource at pace
- Extensive data organisation for the resourcing solution Smartsheets. Delivered on time with training workshops
- Championing change management across all Merlin brands to halt silo working, support cross functionality and integrate department skills which encouraged succession planning

HOUSE OF EASTER- Social media director

August 2023 ongoing

Marketing & brand invigorator plus social media creator and stylist; Clients with sustainable growth include-SOMEWHERE 2 SING CHOIR (Somewhere2sing.co.uk) Adult choir; 13 locations across 3 counties. Keith Rogers (www.keithrogersphoto.co.uk) Visual storyteller. Joana Gil (bio.site/Joanagil) Early years musician and performer

Hogarth/ WPP- Global creative agency

Jun 2018 – August 2023

Bringing products to life via high quality CGI visualisation, configuration, storytelling, and immersive experiences

CGI Production Studio Manager

Led the execution of 3D CGI models to provide an integrated offering of communications on global multimedia channels; Immersive experiences & showrooms, automotive configurators, TV & cinema, mobile-first & socials.

- Line management of 5 direct reports with a team consisting of 6 PMs, Producer roles and 20 creative CGI artists
- Successfully restructured, professionalised and stabilised the department using coaching & training techniques
- Proficient in MS Office; creating robust spreadsheets to support the leadership team & production teams
- Maximised productivity by tracking multiple projects and campaigns using JIRA, Trello, and Workfront to simultaneously plot accurate deliveries. Effective resource allocation utilising Farmerswife and Shotgun
- Consistently reduced project timings, from 9 to 6 months; set achievable goals and retained staff at all levels
- Approved SOW on creative briefs, time & cost estimates from PM's and applied high quality control measures
- Engaged contractors through YunoJuno platform; Assigned projects with an understanding of unique team skills
- Supported diversity as a member of the internal mission group 'Roots'. Initiated, championed and realised inclusion initiatives; influencing senior leadership decisions whilst advocating opportunities for all

- A broad understanding of CAD packages; Photoshop, ZBrush, MAX, Deltagen, UE4 & 5
- Awarded 'outstanding achievement' bonus for delivering change management in line with business goals

Merlin Entertainments, PLC

Jan 2010 - Feb 2018

Wax Figure Production & Install Manager, Merlin Magic Making, London

Jun 2014 - Feb 2018

Managed global production and delivery of 180-230 celebrity wax figures annually, for the Madame Tussauds (MT) brand. Project managed onsite attraction installs, PR on location events and marketing shoots. Controlled budgets £50k/ R&D £10k and UK studio engagement budget of £10k+. Recruited and led a new team of creative 3D artists.

- Managed the teams who manufactured Madame Tussauds Wax Figures including Sculpting, Moulding and Costumes. 10 direct reports who guaranteed a world class product
- Recruited and onboarded specialist creatives. Met legal service level agreements and agreed T&C's
- Built strong professional relationships with suppliers/manufacturers to deliver accurate services, materials and products; negotiated lead time, price and best quality to successfully meet deadlines
- Led the MT attraction installations in London, Europe, Asia and US. Collaborated with local logistic and Operational teams to meet pressurised time constraints whilst guarding the brands' unmistakable identity
- Ability to use Adobe, Photoshop, SketchUp to interpret the creative vision for clients throughout the process.
- Fulfilled Set & Theming briefs to deliver the creative vision on site; including AV, Lighting, and Immersive guest interactions. Led design, logistics and packing for global touring sets.
- Partnered with global marketing, external relations and photographic studios to ensure experiential marketing was successful and aligned with customer, talent, and business KPI scores before attraction openings.
- Quickly built a rapport with celebrities for their wax work sitting or PR launch inc. Neymar, Li Na, Adele
- Controlled budgets for projects, PR events, global installs, subsistence, CAPEX research and development; generated and approved purchase orders; monthly reviews of ongoing expenditure with finance dept support
- Led engagement; motivated and retained staff by organising social events based on personal and company objectives. Championed sustainability, outdoor events and promoted the 'Being a Force for Good' initiative
- First aider. Conversant with COSHH. Risk assessments and The Health & Safety at Work Act 1974
- Achieved 100% H&S awareness in 2017 from my team, and awarded year end score of 97% from H&S Manager
- Presented with 'CEO Outstanding Achievement Award' for my leadership skills and budget controls

Costume & Wardrobe Manager

Jan 2010 - Jun 2014

Commenced as Wardrobe Supervisor for Merlin studios, promoted to Manager 2012.

- 9 direct reports, managed freelance costumiers and managed budgets of £200k - £600k p.a.
- Created costumes & accessories, collaborating with stylists to ensure figures delivered on time and on budget
- Managed the schedule of touring exhibitions; organised the global logistics of figures and sets

The Queen's Theatre, Essex

May 2004 - Dec 2009

Wardrobe, hair & make-up Supervisor plus Costume Designer for touring shows

- Produced & made costumes in house; controlled budgets of £40k. Collaborated with costume and set designers

Short Term Contracts, Australia

Jan - Dec 2003

- Tailored men's and ladies' costumes for principal and stunt characters with the following companies:
Sydney Opera House | Sydney Theatre Company | STAR WARS EPISODE III: Revenge of the Sith

Royal Opera House, London

Aug 2001 - Dec 2002

- Principal ladies' Costumier; produced opera and ballet costumes for Angela Georgiou and Darcey Bussell

EDUCATION & QUALIFICATIONS

- BA Costume for the Performing Arts; London College of Fashion **1997 - 2000**
- Art Foundation; Thurrock Technical College **1996 - 1997**
- Coopers Company & Coborn School; 9 GCSE's, 3 A Levels **1990 - 1996**

INTERESTS

Curious international explorer. Full driving licence. Volunteered in a remote village and animal sanctuary in Costa Rica. Soprano in County Choir. MTB club member; completed charity bike rides across Wales and Vietnam 2022/23.