

Keith Seward - Creative Producer

M: 07920100948 E: keithseward@hotmail.co.uk LinkedIn: <http://uk.linkedin.com/in/keithseward>

Profile

A versatile and results-driven Creative Producer with 20 years of experience leading video and animation projects from concept to completion. I combine creative insight with exceptional project management to transform visions into high-quality, tangible results for all digital platforms. An expert in managing production timelines, budgets, and stakeholder relationships to ensure seamless execution and consistent brand representation. Accustomed to building and leading in-house production capabilities and mentoring creative teams to deliver outstanding work.

Core Competencies

- **Creative Project Management:** Leading multiple creative projects simultaneously from brief and concept through to final delivery and performance analysis.
- **End-to-End Production:** Hands-on expertise in developing detailed storyboards, scripts, and creative briefs for short-form content and major campaigns.
- **Budget & Timeline Management:** Proven ability to manage production budgets and fast-moving content cycles to ensure projects are delivered on time and within scope.
- **Stakeholder & Team Leadership:** Adept at co-ordinating internal teams (videographers, editors, designers), external freelancers, and liaising with stakeholders for requirements and updates.
- **Digital Content Strategy:** Skilled in executing platform-specific content strategies (YouTube, Instagram, etc.) and rapidly identifying and actioning content trends.
- **Quality Assurance & Asset Management:** Rigorous attention to detail, conducting comprehensive quality control on all creative work and maintaining organised project files.

Professional Experience

Director | Compass Video (*September 2016 – Present*)

As Director of a corporate video and animation production company, I lead all creative projects and business operations.

- Lead end-to-end creative projects from concept and storyboarding through to final delivery, managing all aspects of production for a diverse corporate client base.
- Manage production timelines, operational budgets, and project files, ensuring seamless execution and consistent brand representation for all client outputs.
- Brief and co-ordinate creative teams, including freelance videographers, editors, and animators, to translate concepts into actionable plans and high-quality final content.
- Act as the primary point of contact for all stakeholders, managing client relationships and communications to ensure project requirements are met and exceeded.

Lecturer (Zero-Hour Contract) | Wiltshire College (*September 2018 – Present*)

Mentor and train the next generation of creative professionals across Level 2 and 3 diplomas in Games, Animation, Photography, TV, Film & Media.

Video Director | Rich Interactive (*July 2015 – July 2017*)

Managed a key client account (Microsoft) for a digital agency, overseeing the creation of innovative digital and video content.

- Managed multiple complex digital projects from concept through to completion, organising international shoots, equipment, and logistics.

- Directed creative teams and external freelancers, managed the operational budget, and ensured the flawless final delivery of all projects.
- Acted as the lead for client relationship management, liaising with senior stakeholders to provide updates and ensure consistent brand alignment.

Video Producer / App Content Producer | JCB (*August 2013 – June 2015*)

Managed all digital and video production for a global sales enablement app, providing promotional materials to a worldwide remote workforce.

- Transformed creative concepts into tangible video and digital assets, overseeing the entire production cycle.
- Managed the production budget for the app and individual projects, ensuring optimal allocation of resources.
- Trained and advised internal staff on technical and creative best practices for all app content.

Career History Overview

- Freelance Video Producer (2012 – 2013): Delivered corporate video content for high-profile clients including B&Q, WD40, Persimmon, and The Wildlife Trust.
- Video Producer | PDSA (2010 – 2012): Built a full in-house media production department from the ground up, creating a sustainable media strategy for all training, communications, and PR video content.
- Early Career in Feature Film & High-End Television (2007 – 2008): Gained foundational experience on major productions including 'The Knowing' (Summit), 'Wolverine' (20th Century Fox), and 'The Pacific' (HBO), providing on-set assistance and supporting AD departments.

Technical Skills & Proficiencies

- Editing & Post-Production: Adobe Creative Cloud (Premiere Pro, After Effects), AVID Media Composer, DaVinci Resolve.
- Cameras & Equipment: Advanced knowledge of RED, ARRI, Sony, Canon, Panasonic, and Blackmagic systems. Expert in studio, OB, and location lighting and sound setups.
- Project Management Tools: Proficient with collaborative tools for team communication and asset management, including experience with Slack. Quick to adapt to new systems like Linear.

Education & Certifications

- Masters in Film and Television Production | University of Sunderland (2005)
- BA (Hons) in TV, Film and Theatre Production | University of Glamorgan (2003)
- City & Guilds Level 3 Award in Education
- Skillset Certified - Leadership and Management for the Creative Industries
- Highfield Level 3 Award in Emergency First Aid At Work
- Google Digital Garage - Fundamentals of Digital Marketing.
- British Safety Council Level 2 – Supervising Staff Safely

References available upon request