

Leigh Fitzjames

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Accomplished Producer and marketing professional with 10+ years of experience developing and leading global campaigns. Cross-functional producer with experience overseeing video, film, theatre, and music projects. Collaborative communicator focused on building long-term, global client relationships. Native English speaker with a basic understanding of Cantonese, Swedish and French. Creative known for developing engaging content that is consistent with the client's brand. Self-motivated professional who thrives in remote and virtual roles.

Areas of Expertise include:

- Digital Marketing
- Public Relations
- Social Media Management
- Team Leadership & Training
- Branding
- Budget Management
- Content Development
- Video Production
- Copywriting

Skills include: Adobe Creative Cloud

Professional Experience

Human Storyteller • New York, USA • 2012 to present

Producer

Oversee a wide range of international client projects including film and commercial production, theatre projects, and podcasts. Guide daily project operations using hands-on management skills, managing crews of up to 54 and budgets of \$1.4M. Communicate with clients to better understand their needs and make suggestions. Developed unique marketing campaigns and advertisements for international campaigns. Foster positive, long-term relationships with clients including Baeble Music, Hollywood Casting and Film, Elizabeth Ames Law, Good Morning America, Octopus NY, Mouth Media, Kino Lorber Film, Special Olympics, and more.

Key Accomplishments:

- Spearheaded digital and traditional public relations campaigns in Asia, Europe, North America, and the South Pacific.
- Created engaging content that matched client's brands.
- Coordinated press conferences in India and the United Kingdom.

Moblrn • Stockholm, Sweden • December 2018 to April 2020

Marketing Manager (Remote)

Provided key support to growing business by creating a marketing campaign that targeted a global audience. Conducted research on Swedish customer base to identify strategies and build action plans that could be implemented internationally.

Key Accomplishments:

- Streamlined marketing operations by implementing automated tools and strategies.
- Ensured consistency by developing a brand bible and detailed editorial guidelines.

WRLDS Creations • Stockholm, Sweden • June 2018 to January 2019

Head of Marketing

Guided a PR team to complete several projects. Managed all aspects of campaigns from start to finish. Created innovative social media marketing strategies that effectively targeted Facebook, Instagram, Twitter, and LinkedIn.

Key Accomplishments:

- Led PR campaign that achieved results on Tech Crunch and Forbes.
- Developed content for live interviews with Stockholm-based tech CEOs.
- Designed and wrote digital and print copy for each interview.

Active Gloucestershire • Gloucester, United Kingdom • 2018

Digital Marketing Executive (Remote)

Launched and managed a successful social media marketing campaign. Developed strategies for LinkedIn, Twitter, Facebook, and Instagram. Conducted research to identify ways to improve and adjusted campaigns as needed to maximize reach and engagement.

Key Accomplishments:

- Increased Facebook engagement by 100%.
- Initiated a community fitness campaign that gained 14,000 sign ups.
- Managed media relations with BBC, iHeart Radio and local papers

Champ • Auckland, New Zealand • 2011

Communications Project Manager (Remote)

Conducted interviews with 16 mental health and addiction service organization service providers. Gathered information on different clinical and non-clinical viewpoints.

Key Accomplishments:

- Created a project report for government funding agencies.

Additional Experience

Business and Communications Coordinator | Q Theatre, 2009 to 2010

Producer | Redmond Barry Theatre Company, 2009 to 2010

Education

Bachelor of Commerce in Management Accounting
Bachelor of Arts in English and Film/TV/Media Studies
The University of Auckland • Auckland, New Zealand