**LEE HAGAN**

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**Skills and Experience**

* As an experienced multi-platform producer, I thrive when multi-tasking: interpreting a brief, idea generation, storyboarding, script writing, music selection, offline editing, graphics, online, voicing and finally mixing and delivery.
* I’ve directed external translation teams, localisation departments and foreign language talent when producing promos and leading campaigns for markets as multifarious as the Middle East, Latin America, Asia, and Eastern Europe.
* A pithy copywriter, my writing skills range from an attention-grabbing banner ad to a nuanced half-hour show, incorporating advertisements, marketing campaigns, newspaper headlines, articles, essays, blogs, opinion pieces, promo scripts, social media forums, podcasts, brochures, press releases, sales tapes, sizzle reels, business reports and film documentaries. Find examples of my written work at **https://www.leehagan.com/blog** or upon request.
* As a copy editor and sportswriter at a national newspaper, I selected the most pertinent stories from the news wires, laid out the pages according to the paper’s editorial guidelines, edited the features, chose pictures, and wrote concise headlines – all under the constant pressure of tight deadlines. In addition, I proofread and corrected articles written by our local reporters.
* I’m an accurate, speedy, detail-oriented intra- and interlingual subtitling professional with a wealth of experience transcribing, captioning and QCing subtitles and captions.
* As the creative head at Adult Swim, I maintained our social media presence. I also planned and executed all web, SEO/SEM database marketing, email, and display advertising campaigns. I analysed, measured, and reported the performance of all digital marketing campaigns and assessed them against the brand’s goals (ROI and KPIs). I’m a master at weaving keywords into content. I uploaded content onto either our website or social media channels via our internal CMS platform.
* As a Research Analyst, I produced quantitative reports using Microsoft Excel detailing and comparing audience sizes by demographic, often presenting my findings to both internal and external stakeholders on Microsoft PowerPoint.
* I’ve worked with designers throughout my career and am as happy taking the lead in the process as I am with a hands-off approach. I have solid After Effects and Photoshop skills.
* I’m a fluent, native English speaker. In addition, I studied French A-Level and then for an additional year at university, German to A-Level and am CEFR Level B1 at Spanish. I am a qualified TEFL/TESOL teacher.

**Employment History**

* **BBC/Disney/Cartoon Network/Sony/Nickelodeon**

London (on-site and remote): 2011-present - *Freelance Promo Producer/Editor*

I’m a freelance promo producer, writing, editing, generating graphics, and directing talent for spots promoting everything from The Great British Bake Off to Bugs Bunny, via Brian

Cox and Blackadder.

* **AMPD Research**

Singapore (remote): 2020-present -*Freelance Editor*

As the video editor and producer for a research company offering clients the latest innovation in consumer insights, I supervise the translation and voicing of market-specific scripts,

create digital graphics using After Effects, edit the video using Premiere and subtitle and mix the finished spot.

* **OneLocal**

Canada (remote): June 2021-January 2022 -*Freelance Copy Editor*

Grammatical gatekeeper for all content produced by OneLocal’s team of writers. Tasked with going through various types of content and checking for everything from grammar and

typos to nonsensical sentences and rewriting text to improve clarity and readability. I also check for formatting issues, edit content length, and rewrite headlines if necessary.

* **MarcoPolo Learning**

London: January 2020-April 2020 -*Freelance Editor/Subtitler*

The job included editing videos for social media and app content and adding subtitles to English learning videos.

* **BBC Poland and BBC Entertainment**

London: June 2016-August 2018 -*Freelance Navigation/Menu Writer*

As the navigation/menu/continuity writer for the channels, I was tasked with coming up with original and interesting ways to sell the same shows every month - no easy task!

* **888 Sport**

London: January 2014-August 2014 -*Freelance Copywriter*

In my capacity as a freelance copywriter at 888sport.com, I was responsible for writing quick turnaround copy for stunts, promotions and offers aimed at the company’s VIP members.

* **Adult Swim**

London: 2006-2010 -*Senior Creative*

I managed short form content and contributed to the ‘voice’ on social media forums by originating discussion and debate, setting questions for competitions, and writing blogs,

articles, headlines, and press releases. I also appeared in front of and behind a hand-held camera when producing original material within Adult Swim’s brand specifications.

* **Sky/Flextech/TCM/Cartoon Network/Granada/Viasat**

London: 2001-2006 - *Freelance Promo Producer*

In addition to producing promos, I researched, wrote, directed, edited, and mixed ‘The Uncut Film’, a series of mini documentaries about several contemporary classic movies

including Scarface and All the President’s Men.

* **Taiwan News (National Daily Newspaper)**

Taipei: 1999-2001 -*Writer, Reporter, Copy Editor*

As a sportswriter for the paper, I conceived and wrote a regular column for its sports pages that took a satirical look at the personalities and events of the day.

* **Turner Entertainment Networks, Asia**

Hong Kong: 1995-1999 **-** *Promo Producer, Research Analyst*

Before moving to Creative Services, I mastered research techniques from my time as an analyst. Qualitative studies included managing focus groups, carrying out interviews, and surveys to

better understand the Asian market. Skills acquired include data analysis, project management, software packages, and presenting to an audience.