

# BILL ANASTAS

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## WORK EXPERIENCE

### **hi5** | Senior Digital Producer | *Burbank, CA* | 2017 - 2018

- Led 360 campaigns from project planning, strategy, and scoping through production, deployment, and analytical reporting. Ensured the timely and on-budget delivery of digital, AV, and print assets across simultaneous large-scale projects for top-level entertainment clients including Netflix, Disney, 21st Century Fox, and Warner Bros.

### **BLKBX** | Senior Digital Producer | *Hollywood, CA* | 2016 - 2017

- Led the ideation, planning, and creation of hundreds of assets including motion graphics, social statics, and full site builds for theatrical and streaming campaigns while also instituting organizational and financial processes within the production team and mentoring teammates.

### **INDG** | Senior Digital Producer | *Amsterdam, NL* | 2015 - 2016

- Evangelized 3D, VR, and AR by leading the creation of product experiences for Philips Healthcare, Philips Consumer Products, Electrolux, and Amcor that demonstrated both the long-term cost savings and extended visual potential of digitally created assets.

### **Sisu** | Senior Digital Producer | *Los Angeles, CA* | 2013 - 2015

- Led the front and back-end redesign of Sony.com, a 2015 Webby Honoree, from pitch through design iterations, user stories, custom CMS development, content strategy, user validation, and the post-launch roadmap.
- Led the creation of design and development specifications for multiple consumer-facing and B2B products for American Express.

### **Sony Pictures** | Digital Producer | *Culver City, CA* | 2007 - 2013

- Unified trailer delivery across Film, TV, and Home Entertainment divisions and standardized the viewing experience for users while capturing actionable analytics across 70+ territories of Sony Pictures worldwide.
- Led the design, development, QA, and deployment of websites and games for numerous theatrical campaigns, including the award-winning "Conveyor Belt Madness" for *Arthur Christmas*.

### **Imageworks** | Digital Manager | *Culver City, CA* | 2003 - 2007

- Minimized facility downtime by project planning for over 400 digital artists across a dozen disciplines of Academy Award-winning visual effects.
- Guaranteed the delivery of millions of dollars of visual effects for feature films by crewing artists based on project needs, cross-training talent, and recruiting globally.

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## SKILLS, SOFTWARE, & INTERESTS

Agile & Waterfall Project Management • Cross-Functional Team Management • Creative Problem Solving • Client & Account Management • Digital Strategy • Web Development • Asset Pipeline Management • Creative Ideation & Brainstorming • Mobile App Development • Integrated Marketing • Visual Effects • 3D • VR • AR • Adobe CS • Sketch • Git • G Suite • Photography

## AFFILIATION

**Producers Guild of America**  
New Media Council

**Scrum Alliance**  
Certified Scrum Master

## EDUCATION

**Emerson College**  
*Boston, MA*

B.A., Cum Laude  
Visual and Media Arts