

# BILL ANASTAS

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## EDUCATION

### Emerson College

*Boston, MA*

Sept. 1999 - May 2002

B.A., Cum Laude

Visual and Media Arts

New Media & Digital Production

## AFFILIATION

Producers Guild of America

New Media Council

Scrum Alliance

## SKILLS

Agile & Waterfall  
Project Management

Creative Ideation  
and Brainstorming

Cross-Functional  
Team Management

Social Media Content Strategy

Account & Client Management

Creative Problem Solving

Mobile App Development

Integrated Marketing

Web Development

Digital Strategy

Copywriting

3D/VR/AR

## TOOLS

Adobe CS

Sketch

Git

## WORK EXPERIENCE

### hi5 | Senior Process Manager | *Burbank, CA* | Sep. 2017 - Present

- Led and maintained process from pitch through timely delivery of both A/V and social assets as the primary point of contact between clients and strategic, social, and creative teams.

### BLK BX | Senior Digital Producer | *Hollywood, CA* | Oct. 2016 - Sep. 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* | Aug. 2015 - Aug. 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* | July 2013 - July 2015

- Led the front-end and back-end redesign of Sony.com, a 2015 Webby Honoree, from an “unwinnable” pitch through design iterations, user stories, custom CMS development, content strategy, user validation, and post-launch maintenance and upgrades.

- 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* | Oct. 2007 - July 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, 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* | Nov. 2003 - Oct. 2007

- Guaranteed the delivery of hundreds of millions of dollars of visual effects work across 16 feature films by crewing artists to project needs, cross-training talent, and recruiting globally.

- Minimized facility downtime by forecasting over 400 digital artists across a dozen disciplines of Academy Award-winning Visual Effects.