

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

SKILLS

Web Development

Photography

Copywriting

Voiceover

TOOLS

Adobe CS

Sketch

Trello

Slack

Jira

Git

WORK EXPERIENCE

Senior Digital Producer | **BLKBX** | *Hollywood, CA* | Oct. 2016 - Present

- Led production on a wide range of digital campaigns for Amazon Studios, Warner Bros, Sony Pictures, Disney, ABC, Focus Features, 20th Century Fox, and Rovio that resulted in millions of impressions and overall engagement across multiple platforms.

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

- Oversaw the creation of 3D product experiences for Philips, Electrolux, and Amcor utilizing in-house, local, and nearshore teams which increased both consumer engagement and conversion.

- Introduced Philips Healthcare to virtual and augmented reality with a pilot program and proof of concept aimed towards reducing sales and training costs across their entire product line.

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

- Led the redesign and launch of Sony.com, a Webby 2015 Honoree, from inception through design iteration, user validation, custom CMS planning and development, social strategy, and post-launch maintenance and user-testing.

- Brought American Express closer to their responsive site goals by providing design, development specifications, and additional creative assets across key divisions within the organization.

Producer | **Sony Pictures** | *Culver City, CA* | Oct. 2007 - July 2013

- Created online experiences for theatrical campaigns across multiple genres which boosted overall consumer awareness resulting in additional trailer views and ticket sales for each property.

- Led the design and development of multiple web-based games, including the FWA award-winning tablet-based "Conveyor Belt Madness" for the Arthur Christmas film campaign.

- Standardized and unified the trailer viewing experience across the studio which allowed for the capture of actionable analytics across over 70 territories of Sony Pictures worldwide.

Digital Manager | **Imageworks** | *Culver City, CA* | Nov. 2003 - Oct. 2007

- Guaranteed the delivery of hundreds of millions of dollars of work on 16 feature films by matching artists with the specific needs of each role, cross-training talent on new technology, and recruiting globally.

- Planned large-scale and long-term projects with over 400 digital artists across a dozen key disciplines of Academy Award-winning Visual Effects and kept facility downtime at a minimum.