

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

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

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

- 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 and back-end redesign of Sony.com, a 2015 Webby Honoree, from an unwinnable pitch through design approvals, user stories, custom CMS, 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 our users while capturing actionable analytics across 70+ territories of Sony Pictures worldwide.
- Led the design and development of websites and games for numerous theatrical campaigns, including the FWA 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.
- Kept facility downtime at a minimum by intricately forecasting over 400 digital artists across a dozen key disciplines of Academy Award-winning Visual Effects.