

# Lee Cocker

Digital Producer / Video Game Producer

## + ABOUT ME

I have just finished freelancing for Dimension Studios working as a Character and Metaverse Producer for their Metaverse projects for clients such as Wired Magazine, Nike and Sky Sports. Previously I worked as an Associate Producer at BBC Studios in London for the Games and Interactive team. Project managing a range of gaming titles across mobile, console, VR, AR such brands as Doctor Who and Top Gear.

From 2012 to 2020 I worked as an Executive Producer for ISM LTD. Where I managed development, creative and production for SEGA, Nintendo and the International Olympic Committee delivering video games and mobile games for the Olympic and Winter Olympic Games including Tokyo 2020. This included the very successful Mario and Sonic Olympic Games franchise which has sold over 26 million copies.

Before I got the chance to work with the likes of Mario and Sonic, I built up a versatile skill set by working across video game development, graphic design, video production and social media and marketing. This gave me the knowledge, empathy and confidence to manage every part of the process from concept, coding and development, all the way through to meeting corporate brand needs. And best of all? Delivering high quality games that, as a gamer, I'd be thrilled to play on time and on budget.

## + ROLES & EXPERIENCE



### dimension

Dimension Studios  
London / Remote  
Freelance  
Jan 2023 - Mar 2023

#### Character and Metaverse Producer (Freelance)

Creating virtual worlds and virtual humans for film, TV, virtual reality, augmented reality, and the Metaverse. Dimension is a leader in volumetric content and virtual production. Projects I worked on included Wired Magazine, NIKE and Sky Sports.

### BBC STUDIOS

BBC Studios  
London / Remote  
Oct 2021 - Jan 2023

#### Associate Producer, Games and Interactive

Delivering a range of gaming projects across mobile, console, VR, and AR. Managing the full cycle of multiple projects, responsible for the pipelines, schedules, and marketing. Gaming projects I worked on included the iconic Doctor Who and Top Gear brands.

### PB Production bureau

Production Bureau  
Norfolk / Remote  
Nov 2020 - Oct 2021

#### Digital Producer

I worked at Production Bureau as a Digital Producer. My role included building and managing Virtual Event and Micro Portals for clients. These portals were used for virtual live events and include live streaming and ondemand content. Part of my role was to help determine the budget and timescales of projects and implement solutions for our clients. The most important part of the role was the delivery of innovative creative solutions against challenging deadlines.



## + Profile Details

Full Name Lee Cocker

Location London / Essex

Website [www.leecocker.com](http://www.leecocker.com)

## + PROFESSIONAL SKILLS

Video Game Development

Marketing

Video Editing & Production

Graphic Design

Web Design

Social Media / Marketing

Branding & Brand Guardianship

## + COMPUTER SKILLS

Adobe Photoshop

Adobe After Effects

Adobe Premiere Pro

Adobe Illustrator

## + REFERENCES

Available on request

[linkedin.com/in/leecocker/](https://www.linkedin.com/in/leecocker/)

+ ROLES & EXPERIENCE- Continued

**ISMLTD** — **Executive Producer**

London  
2012 – Oct 2020



My role was to manage work for SEGA, Nintendo and the International Olympic Committee and oversee the development of the Olympic Video Games. I had to manage development teams and review, evaluate and enhance the aesthetics and gameplay of the video and mobile games throughout the development and production process. Part of my role included liaising and presenting game code to the International Olympic Committee and other Olympic partners for final approval of the games.

**Further responsibilities:**

- Reviewing and approving all associated marketing materials and social media content for promotion of games.
- Managing and overseeing the company website and social media channels.
- Overseeing the creation of print materials for presentations and producing videos for presentations for external partners and clients.



**Executive Producer (Continued)**

**Highlights:**

- Building personable professional relationships with developers, publishers and sponsors and a great reputation with high-level global clients.
- Managing the Entertainment Centre for the Olympic Athletes, showcasing games I had produced for the Rio 2016 Olympic Games.
- The opportunity for worldwide traveling for events, presentations and meetings.
- The coveted opportunity to work for 16 years with a global institution like the Olympic Games. and to create games featuring two of the most iconic game franchises, Mario and Sonic at The Olympic Games.

**ISMLTD** — **Development Director for Visual Elements & Gameplay**

London  
2003 – 2012

My role for this position was reviewing and evaluating gameplay and graphical assets for both the console and mobile titles for the Official Olympic Video Games and Mobile Games.

**ISMLTD** — **New Media Executive for ISM LTD**

London  
2003 – 2018

Creating digital signage content for screens in airports across America for the leading travel retailer World Duty Free.

**Dennis Publishing** — **PC Games Reviewer for Dennis Publishing**

London  
2002 – 2003

PC Game Reviewer for PC Pro Magazine.

**Dennis Publishing** — **Disc Producer for Dennis Publishing**

London  
2000 – 2003

Disc Producer for the EPU Department designing and coding the interfaces for cover discs for CD's and DVD's for magazines such as PC Zone, PC Pro, Computer Shopper, Computer Buyer and Maxim.

**Anglia Ruskin University** — **BSc (Hons) Degree in Multimedia Systems**

Essex  
1997 – 2000

+ OTHERS AREAS OF EXPERTISE

- Project Management
- Pipeline Development
- Video Game Licensing
- Esports / Metaverse
- Game Market Trends
- Project Scheduling
- Milestone Management
- Marketing Strategy
- Global Marketing
- Marketing Research
- Social Media Marketing
- CMS / Jira / Slack / Monday
- Unreal / Metahumans
- Microsoft Office
- Google Services

+ INTERESTS



Gaming



Photography



Creative



Music



Social Media



Films

## + EXPERIENCE

### **Branding & Brand Guardianship**

Adhering to brand guidelines, developing brand assets, and ensuring a consistent visual identity. Knowing brands inside and out to ensure the interests of the brands and sponsors involved in every project.

### **Video Game & Mobile Game Development**

14 years experience working on the Mario and Sonic Olympic franchise. Managing external publishing and development of games and licensing of assets from inception to launch making sure we delivered high quality games on time and on budget.

### **Graphic Design**

Extensive graphic design experience across multimedia, marketing and print design.

### **Video Editing & Production**

Videographer Editor with experience in all aspects of video production and editing.

### **Web Design & Coding**

Experienced in web design with a creative eye for pixel perfect digital design. Years of practice create engaging consumer content and interfaces to reach ambitious marketing objectives.

### **Social Media Consultancy and Marketing**

Overseeing the creation, execution and optimisation of social media-driven content and ensuring a consistent 'brand voice' across all social media platforms. Meeting consumer engagement strategies in alignment with brand and marketing goals.