

Lee Cocker

Digital Producer / Game Producer

+ ABOUT ME

I have recently finished freelancing for Immersive Gamebox overseeing development and project managing their current games in production. I worked on their most recent release PAW Patrol and I oversaw development on their upcoming release Ghostbusters - The Cursed Collection.

Previously I worked at Dimension Studios working as a Character and Metaverse Producer for their Metaverse projects for clients such as Wired Magazine, Nike and Sky Sports. Before working at Dimension Studios 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 with 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.

If you could use a friendly Game Producer with a broad creative background on your team, then get in touch.

+ ROLES & EXPERIENCE



Producer (Freelance)

Immersive Gamebox
London / Remote
Freelance
May 2023 - August 2023

I worked as a freelance Producer for Immersive Gamebox overseeing development and project managing their current game releases. I recently worked on their most recent releases such as PAW Patrol and their upcoming release Ghostbusters - The Cursed Collection.



Character and Metaverse Producer (Freelance)

Dimension Studios
London / Remote
Freelance
Jan 2023 - Mar 2023

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 managed included work for Wired Magazine, NIKE and Sky Sports.



Associate Producer, Games and Interactive

BBC Studios
London / Remote
Oct 2021 - Jan 2023

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.



Digital Producer

Production Bureau
Norfolk / Remote
Nov 2020 - Oct 2021

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

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+ 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

ISM LTD
London
2012 - Oct 2020



Executive Producer

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.

ISM LTD
London
2003 - 2012

Development Director for Visual Elements & Gameplay

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.

ISM LTD
London
2003 - 2018

New Media Executive for ISM LTD

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

Dennis Publishing
London
2002 - 2003

PC Games Reviewer for Dennis Publishing

PC Game Reviewer for PC Pro Magazine.

Dennis Publishing
London
2000 - 2003

Disc Producer for Dennis Publishing

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
Essex
1997 - 2000

BSc (Hons) Degree in Multimedia Systems

+ OTHERS AREAS OF EXPERTISE

- Project Management
- Pipeline Development
- Video Game Licensing
- Esports / Metaverse
- Game Market Trends
- Project Scheduling
- Localisation
- Sprint Planning
- Agile / Waterfall
- Milestone Management
- Marketing Strategy
- Global Marketing
- Marketing Research
- Social Media Marketing
- Jira / Slack / Monday
- Unreal / Metahumans / Unity
- Microsoft Office

+ 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.



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