

Lee Cocker

Game Producer / Digital Producer / Creative Producer

+ ABOUT ME

I recently wrapped up my position as a Freelance Producer at Conductr in Manchester. During my time there, I helped to oversee product and game development for their Game Volt Social Gaming Product Division in Unity, overseeing teams of Creative Directors, Technical Directors, artists, and developers. Notably, I helped the "Arena" project for Dave and Busters in America, utilizing tools like Jira for effective project management.

Before my role at Conductr, I led teams at Immersive Gamebox, where I supervised the release of games like PAW Patrol: New Recruits and Ghostbusters - The Cursed Collection, contributing to their social gaming immersive experiences. During my tenure at Dimension Studios, I acted as a Character and Metaverse Producer, guiding teams across diverse projects for clients like Wired Magazine, Nike, and Sky Sports.

From 2012 to 2020, as an Executive Producer at ISM LTD, I managed teams while orchestrating development and production efforts for SEGA, Nintendo, and the International Olympic Committee. Notably, I led teams in creating the highly successful Mario and Sonic at the Olympic Games franchise, with sales exceeding 26 million copies worldwide. For further insights into my extensive portfolio, please visit www.leecocker.com

+ ROLES & EXPERIENCE



CONDUCTR

Conductr
Manchester / Remote
Freelance Contract
September 2023 –
December 2023

Producer (Freelance) Fixed Term Contract

As a Freelance Producer at Conductr, I oversaw product and game development for their Game Volt Social Gaming Product Division in Unity. I collaborated with Creative Directors, Technical Directors, artists, and game developers, utilizing tools like Jira for efficient project management.

IMMERSIVE GAMEBOX

Immersive Gamebox
London / Remote
Freelance Contract
May 2023 – August 2023

Producer (Freelance) Fixed Term Contract

In my position at Immersive Gamebox, a leading social gaming company, I managed game development and projects for titles like PAW Patrol: New Recruits and Ghostbusters - The Cursed Collection. Additionally, I worked closely with the localisation team to adapt games for various regions while ensuring high-quality standards throughout the development process.

dimension

Dimension Studios
London / Remote
Freelance Contract
Jan 2023 – Mar 2023

Character and Metaverse Producer (Freelance) Fixed Term Contract

As a Producer at Dimension, I lead the creation of virtual worlds and characters for film, TV, virtual reality, augmented reality, and the Metaverse. With Dimension's expertise in volumetric content and virtual production, I've managed projects for clients like Wired Magazine, NIKE, and Sky Sports, bringing their visions to fruition in the virtual

BBC STUDIOS

BBC Studios
London / Remote
Oct 2021 – Jan 2023

Associate Producer, Games and Interactive

In my capacity as a Producer, I oversee gaming projects across various platforms, managing development pipelines, schedules, and marketing efforts. Notably, I've contributed to iconic titles like Doctor Who and other BBC brands.



+ Profile Details

Full Name: Lee Cocker

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+ PROFESSIONAL SKILLS

Video Game Development / Production

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

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

+ ROLES & EXPERIENCE- Continued



Production Bureau
Norfolk / Remote
Nov 2020 – Oct 2021

Digital Producer

As a Digital Producer at Production Bureau, my responsibilities revolved around creating and overseeing Virtual Event and Micro Portals for clients. These platforms facilitated virtual live events, incorporating features like live streaming and on-demand content. I played a key role in budgeting, establishing project timelines, and devising solutions tailored to our clients' needs. Delivering innovative creative solutions within tight deadlines was paramount in this role.



ISM LTD
London
2012 – Oct 2020

Executive Producer

In my position, I was tasked with managing projects for SEGA, Nintendo, and the International Olympic Committee, specifically focusing on the development of Olympic Video Games. This involved supervising development teams and continuously assessing and refining the aesthetics and gameplay of both video and mobile games throughout the development and production phases. Additionally, I was responsible for coordinating with the International Olympic Committee and other partners to present and seek final approval for game code.



Further responsibilities included:

Reviewing and endorsing all associated marketing materials and social media content for game promotion.

Managing and overseeing the company's website and social media channels.

Directing the creation of print materials for presentations and producing videos for external partners and clients.

Executive Producer (Continued)

Key Points:

- Cultivated strong, professional relationships with developers, publishers, and sponsors, establishing a stellar reputation with esteemed global clients.
- Oversaw the management of the Entertainment Centre for Olympic Athletes, featuring games produced for the Rio 2016 Olympic Games.
- Engaged in extensive international travel for events, presentations, and meetings.
- Honored to have worked for 16 years with the esteemed institution of the Olympic Games, contributing to iconic game franchises like Mario and Sonic at The Olympic Games.



ISM LTD
London
2003 – 2012

Development Director for Visual Elements & Gameplay

In this role, I oversaw the review and evaluation of gameplay and graphical assets for both console and mobile titles within the Official Olympic Video Games and Mobile Games portfolio.

+ OTHERS AREAS OF EXPERTISE

- Sprint Planning
- Team Management
- Agile Methodology / Waterfall Methodology
- Jira / Slack / Monday.com
- Unreal Engine / Metahumans / Unity
- UX Design
- Project Management
- Project Scheduling
- Pipeline Development
- Video Game Licensing
- Esports / Metaverse
- Game Market Trends Analysis
- Localisation
- Mobile App Development
- CMS
- Milestone Management
- Marketing Strategy Development
- Global Marketing
- Marketing Research
- Social Media Marketing
- HTML5 Game Development
- Microsoft Office Suite
- Google Workspace

+ INTERESTS



Gaming



Photography



Creative



Music



Social Media



Films

<p>ISM LTD London 2003 – 2018</p>	<p>New Media Executive for ISM LTD Producing digital signage content for airport screens across the United States for World Duty Free, a premier travel retailer.</p>
<p>Dennis Publishing London 2002 – 2003</p>	<p>PC Games Reviewer for Dennis Publishing Reviewer of PC games for PC Pro Magazine.</p>
<p>Dennis Publishing London 2000 – 2003</p>	<p>Disc Producer for Dennis Publishing As a Disc Producer in the EPU Department, I designed and coded interfaces for cover discs for CDs and DVDs, used in magazines like PC Zone, PC Pro, Computer Shopper, Computer Buyer, and Maxim.</p>
<p>Anglia Ruskin University Essex 1997 – 2000</p>	<p>BSc (Hons) Degree in Multimedia Systems With my BSc (Hons) Degree in Multimedia Systems, I gained knowledge in multimedia design, development, audio and video production, web development, interactive media, UX design, multimedia systems integration, networking, project management, and emerging technologies.</p>



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-  **www.leecocker.com**

+ Career Overview and Additional Abilities

Video Game & Mobile Game Development:

14 years of experience managing the Mario and Sonic Olympic franchise. Oversaw external publishing, development, and asset licensing from inception to launch, ensuring timely delivery of high-quality games within budget.

Team Management

Skilled in team management, I excel in coordinating and guiding teams to achieve project success.

Project Managing

Proficient in project management, I excel in overseeing and coordinating all aspects of projects to ensure timely delivery and successful outcomes.

Proficient Client and Third-Party Stakeholder Manager

Skilled in client and third-party stakeholder management, adept at fostering strong relationships and ensuring mutual satisfaction.

Branding & Brand Guardianship

Following brand guidelines, crafting brand assets, and maintaining a cohesive visual identity. Deeply understanding brands to prioritise their interests and those of sponsors in every project.

Graphic Design:

Extensive experience in multimedia, marketing, and print design.

Video Editing & Production:

Proficient in all aspects of video production and editing.

Web Design & Development:

Skilled in web design with a focus on creating engaging digital interfaces. Experience in crafting consumer content to meet marketing objectives.

Social Media Consultancy and Marketing:

Expertise in creating, executing, and optimising social media-driven content. Ensuring consistent brand voice across platforms to meet consumer engagement strategies aligned with brand goals.

For more in-depth understanding of my wealth of experience and portfolio, feel free to explore leecocker.com