

Lee Cocker

Game Producer / Creative Producer / Senior Digital Specialist

+ ABOUT ME

After taking a break from the video gaming industry in late 2023, I joined Blue Mountain Media as a Visual Media Specialist in March 2024. In this role, I managed web development, social media, graphic design, video editing, and led a small team of apprentices. In October 2024, I was promoted to Senior Digital Specialist, which is now my current role. This promotion expanded my responsibilities to include strategic project management and driving digital innovation across the organisation.

In 2023, I concluded my last gaming role as a Freelance Producer at Conductor in Manchester, overseeing product and game development for their Game Volt Social Gaming Product Division. I contributed to "The Arena" project for Conductor's client, Dave & Busters in the USA. That same year, I worked as a Producer at Immersive Gamebox, managing game releases like "PAW Patrol: New Recruits" and "Ghostbusters - The Cursed Collection". At Dimension Studios, I served as a Character and Metaverse Producer, working on projects for clients like Wired Magazine, Nike, and Sky Sports.

From 2012 to 2020, I served as an Executive Producer at ISM LTD, overseeing the production and game development of Official Olympic Video Games across multiple platforms, which included the very successful and popular "Mario and Sonic at the Olympic Games" franchise. An important part of my role was coordinating with the International Olympic Committee on asset and code approval. For further insights, please visit <https://leecocker.com/>

ROLES & EXPERIENCE



Blue Mountain Media
Full-time
Mar 2024 – Present

Visual Media Specialist / Senior Digital Specialist

As a Visual Media Specialist, I managed web development, social media, graphic design, and video editing, while leading a small team of apprentices. In October 2024, I was promoted to Senior Digital Specialist, with expanded responsibilities including strategic project management, advanced content creation, and driving digital innovation across the organisation.



Conductor
Manchester / Remote
Freelance Contract
Sept 2023 – Dec 2023

Producer (Freelance) Fixed Term Contract

As a Freelance Producer at Conductor, 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
London / Remote
Freelance Contract
May 2023 – August 2023

Producer (Freelance) Fixed Term Contract

In my position at Immersive Gamebox, a global 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 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.



+ 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

linkedin.com/in/leecocker/

+ ROLES & EXPERIENCE- Continued

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 worldwide brands.

PB Production bureau

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

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.

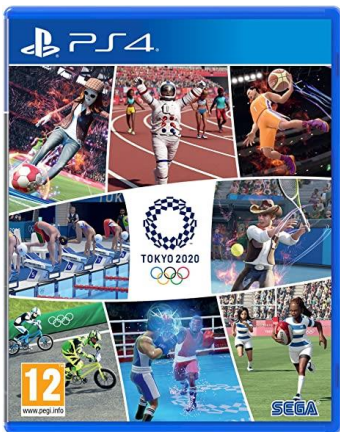
Managing and overseeing the company's website and social media channels.

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.
- I am privileged to have spent 16 years working with the prestigious Olympic Games institution, contributing to iconic game franchises such as Mario and Sonic at The Olympic Games.



+ OTHERS AREAS OF EXPERTISE

- Sprint Planning
- Team Management
- Agile Methodology
- Waterfall Methodology
- Jira / Slack / Monday
- ClickUp
- 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



London / Essex



me@leecocker.com



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+ Career Overview and Additional Abilities

Video Game & Mobile Game Development

With 14 years of experience managing the Mario and Sonic Olympic franchise, I have overseen every aspect of external publishing, development, and asset licensing from inception to launch. I ensure that high-quality games are delivered on time and within budget.

Team Management

I excel in leading and coordinating teams to achieve project goals, utilising my strong management skills to drive success.

Project Management

Skilled in project management, I effectively oversee and coordinate all project components to ensure timely delivery and successful outcomes.

Client and Third-Party Stakeholder Management

Adept at managing client and third-party relationships, I build strong connections and ensure mutual satisfaction through effective communication and collaboration.

Branding & Brand Guardianship

I am experienced in adhering to brand guidelines, creating brand assets, and maintaining a cohesive visual identity. My deep understanding of brands allows me to prioritize their interests and those of sponsors in every project.

Graphic Design

I have extensive experience in multimedia, marketing, and print design, bringing a comprehensive approach to visual projects.

Video Editing & Production

Proficient in all aspects of video production and editing, I deliver high-quality video content that meets project objectives.

Web Design & Development

Skilled in web design, I focus on creating engaging digital interfaces and crafting consumer content that aligns with marketing goals.

Social Media Consultancy and Marketing

With expertise in developing, executing, and optimising social media content, I ensure a consistent brand voice across platforms to enhance consumer engagement and align with brand objectives.