



Olle Lindell

Creative Director & Content Producer

📍 Sydney, Australia

Profile

For over **12 years**, I've combined the **love for creativity and technology**, to deliver **above expectation**. With a deep-rooted **passion for video production**, followed by a **strong proficiency in creative direction, content strategy and production management**. I constantly strive to **push my available resources to the max**. My motto is to **keep things simple**, then **work smart and hard** to make **them great**.

Experience

Social Media Content Producer @ Service NSW

Sep. 2017 - Ongoing

The role includes managing a team of four in the areas of content production, strategy, publishing and social media management. KPI's also include producing best practice solutions to maximise audience engagement, ensure accuracy of data, assess and mitigate risks, and most importantly, to effectively support the citizens of New South Wales.

Lead Video & Content Producer (Global) @ Isentia / King Content

May. 2016 - Sep. 2017

Managing and leading the creative execution and production of integrated video and content projects, globally. Responsibilities span from ideating and winning business, to staff and project management, ensuring that the content offering reaches it's maximum potential in quality, results and profitability.

Creative Director & Content Producer @ Dash Digital Media / EHPlabs

Nov. 2015 - Mar. 2016

Hands-on creative direction over a small team of 6, delivering cutting edge video edits, photography, performance direction, digital content, print-, web-, apparel- and packaging design for all EHPlabs marketing and products. Heavily involved in social media strategy, influencer direction and marketing campaign planning.

Associate Creative Director & Multimedia Producer @ AMG / Fitness First

Jun. 2010 - Oct. 2015

Client-facing leadership role. Providing hands-on creative direction to a team of 6, ranging from junior to senior designers. Delivering high-end creative in the areas of video production, motion, print and app UI/UX design. Also providing technical direction for iOS & Android apps "24 Life" and "Fitness First mag".

Video Producer (Freelance)

Apr. 2010 - Aug. 2016

Art Director / Multimedia @ Access Marketing

Jun. 2006 - Dec. 2009

Education

Bachelor of Science | Media Technology

2007

Linköping University

Contact

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Languages

English

Swedish

French

Skills

Management

Content Strategy

Producing

Ideation

Creative Direction

Video Production

Risk Management

Project Management

Art Direction / Design

Stakeholder Relations

UI/UX & Tech Solutions

Awards

Winner CEO Award

Annual Achievement
2018 Service NSW CEO Awards

Winner Best Use of Facebook

Griffith University Open Day Live Video
2016 Native Advertising Awards

Winner Best Social Media

Griffith University Open Day Live Video
2016 Gold Coast Media Awards

Winner Custom Magazine

Fitness First Magazine,
2014 Publishers Australia Awards

Highly Commended Lifestyle Magazine

Fitness First iPad
2012 Digital Magazine Awards

Highly Commended Sports Magazine

Fitness First iPad
2012 Digital Magazine Awards

Winner Best App

Fitness First iPad, Publishers Australia
2011 Excellence Awards