



Anne-Marijn Bogers

Freelance Senior Interactive Producer



About me

I am an Interactive Producer. This is what I love the most and do the best.

I am also a great Project and Account Manager. My core strength and education lies in managing Digital / Interactive projects. But besides being an Interactive / Digital expert, I am capable of managing all sorts of advertising / communication projects. I'm never afraid of tight deadlines, seemingly impossible productions and challenging budgets (often found all in 1 project at the same time ;)). I'm a client-facing all-rounder, work hard, love a good team effort and enjoy learning from others very much.

Besides producing, I have found that when trying to manage my projects best, we often bump in to processes and structures that could be improved for better project results. So I often end up advising from an external point of view, and/or helping to improve these, while managing projects. By now, I have a good understanding of project-organizational and operational structures and can work with companies to improve these.

Skills

- Managing interactive projects and integrated project, brief to delivery and production
- Account- Project- and Production management, Digital Direction
- Operation- and organisation management
- Thorough understanding of creative programs such as Photoshop, Illustrator, etc.
- Good understanding of different technologies such as Html5, Php, Xml, As3, CSS3
- Experience with different rich media platforms such as Doubleclick and Weborama
- Good knowledge of different software (Mac and PC) such as Word, Excel, PowerPoint
- Good understanding of user interaction, interaction designs and technical designs
- Strong negotiation skills
- Excellent communicative skills
- Fluent in Dutch and English – Learning German

Experience

Anne-Marijn.com | *Freelance Senior Digital Producer / Project Manager - September 2013 - Current*

As a Freelance "Digital all-rounder" I am available when in need for a temporary Digital Producer, Project Manager, Digital Director, and so on! I'm able to work on client, agency and production sides, both in producer and client facing account roles. Besides this, I take great interest in operation- and organisation management.

Freelance Producer @ SuperHeroes Amsterdam | May '16 – September '16

Allround agency producer, managing projects varying from digital to print, event, photography, film & more.

A.I. Digital Director @ Eightydots GmbH Munich - Germany | May '15 – March '16

Production and Project Management of medium and large digital projects for various clients. Internal consultancy & optimize the Project Management group & project processes. Overseeing Project Managers on projects & supporting them with new processes and general PM support.

A.I. Senior Digital Producer @ IsobarNL | November'14 – April '15

Fully integrated as an agency producer, managing various digital projects and assisting in new planning and hours system implementation. Managing the new Zonnatura website, producing through concept, UX, content and production start-up. Managing a new recruitment platform, data driven, through concept and definition phases for KPMG.

A.I. Producer @ MINIVEGAS | July '14 – September '14

Production of KLM Live High Five; an interactive installations that lets people high five someone on the other side of the world. Final installation production and filming in NYC and Amsterdam.

Producing the new Schiphol platform during design and build start-up; www.gomultinational.nl

Producing final production stages of World Animal Planet 3D print elephant, interactive and live 3D printing on outdoor location.

A.I. Senior Digital Producer @ IsobarNL | June'14 – July '14

Managing various projects replacing 2 producers on holiday. Amongst them: release of a mobile interactive app for KPMG and an activation platform for Bacardi Benelux.

A.I. Project Manager @ CHUNK | October '13 – May '14

Managing creative development and production of the full new sales platform VodafoneThuis, through UX- definition and content phases until first live release. www.vodafonethuis.nl.

Reorganising resource-planning methods. Managing various other small digital projects.

Selmore | *Digital Director (Client facing) | June 2013 – September 2013*

Responsible for the digital unit within the agency and guarding the quality of creative digital output. Managing digital producers, project managers and creative teams and assisting in operations and overall project organisation.

Overseeing complete project direction from brief to delivery; defining project requirements and technical requirements, project planning, scoping, (out) sourcing

Clients: ABN AMRO, de Bijenkorf, ADK Tokyo, Otsuka, LeasePlan Bank, Campina Boer en Land.

Selmore & Selmore Lynx | *Senior Online Project Manager (Client facing) | June 2011 – May 2013*

Responsible for account- and project management & digital production. Managing full digital projects (national and international) from brief to delivery while managing junior project managers. Assisting in operations and overall project (re-) organisation.

Clients: ABN AMRO, de Bijenkorf, ADK Tokyo, Otsuka.

Selmore Lynx | *Project manager (Client facing) | September 2009 – December 2010*

Responsible for managing full digital projects and productions in multidisciplinary teams. Managing full digital projects from brief to delivery and advising in concept and strategy phase. Traffic management for 2 creative teams and developers. Project planning, scoping, (out) sourcing, keeping timelines.

Clients: ABN AMRO, de Bijenkorf, E.ON, LeasePlan Bank.

DraftFCB | *Digital project manager (Client facing) | September 2007 – August 2009*

Project management & digital production in multidisciplinary teams. Managing digital projects from brief to delivery and overseeing project direction, project planning, scoping, (out) sourcing, timelines.

Clients: Delta Lloyd, PLUS, Unilever, KPN, Nuon, DAF Paccar Parts.

LBI Lost Boys | *Project manager maintenance (Client facing)* | February 2007 – July 2007

Managing long-term and short-term maintenance projects (technical) of existing websites (delivered by Lost Boys). Short term project scoping, planning and execution with a team of 12 programmers with different skills. Maintaining server capacities and data traffic.

Clients: Interpolis, Ambi-pur (Sara Lee), Mitsubishi

LBI Lost Boys | *Intern project management (Client facing)* | September 2006 – January 2007

A 20-week internship as a junior project manager. Clients: Interpolis, Ambi-pur (Sara Lee), Mitsubishi.

Bloody Minded | *Intern interactive department* | November 2005 – January 2006

Two-month internship. Participating in developing interactive projects, creative and project management.

Education

- *September 2003 – June 2007: HBO Hogeschool van Amsterdam, Communication and Multimedia design*
Direction: Interactive content & communication with a focus on interactive concept development. Minor in Content Creation, major in Content and Communication.
- *September and October 2005: Hogeschool van Amsterdam, Communication and Multimedia design.*
Student-assistant managing a kick-off project of new students in multidisciplinary teams.
- *September and October 2004: Hogeschool van Amsterdam, Institute of Communication and Multimedia design.*
Student assistant, guiding a software basics course for freshman students.
- *September 1996 – May 2001: HAVO Werkplaats Kindergemeenschap, Bilthoven - Culture and society & economics.*