

CONTACT

LinkedIn Profile:

linkedin.com/in/leah-chander-397283b4

leahchander@gmail.com
+44 7534274720

www.leahchander.com

SKILLS

Award Winning Creative for on-air promotions and campaigns

Copywriting and shaping brand tone of voice

A strong eye for visual design, and brand identities

360' Ideation and storytelling

Collaboration with designers, writers, art directors, illustrators and editors

Creative direction on shoot

Creative strategy & solutions

Pitching to clients

Advanced User of Adobe Premier Pro and Photoshop

Leah Chander

Senior Creative Producer

WORK



Senior Creative Producer

VICE Media Group

Brooklyn, New York (Remote)

November 2020 to Present

(3 years 4 months)

Achievements

Tales From The Territories

Sports Emmy Winner 2023

If You Only Knew: Investigation Night

Silver Promax North America Winner 2022

Black Market S2 Michael K Williams Tribute

Silver Promax North America Winner 2022

- Oversee all video production across VICE TV and VICE, working collaboratively with editors, designers, and writers from concept to delivery
- Working collaboratively with cross-functional teams across the VMG landscape
- Ideation for 360' programming campaigns, including on-air, print and social
- Copy and scriptwriting for all VICE TV on-air promotions and VICE brand
- Shaping the brand tone of voice from VICELAND to VICE TV, ideating on mini-series, promotional assets, design assets, and external sponsorships
- Pitching ideas to directors and clients: clearly sharing the creative journey from concept, and development to execution
- Creative direction for pre-production decks (lighting, setting, shots) with or without talent
- Lead Creative on B2B Reels and case studies
- A strong understanding of a US market and global audience, with a hyperfocus on GEN Z culture
- Managing and overseeing a team of editors, writers and approvals in the absence of the Group Creative Director
- Nurturing the seed of an idea, and enabling it to grow into an impactful campaign
- Dedicated to making creative solutions and strategies to the needs of our team
- The creative freedom to come up with cool sh**! creating an open space for inspiration and collaboration



Creative
Sky Creative Agency (Comcast)
London, UK

June 2014 to November 2020
(6 years 4 months)

Achievements

Sky Witness Channel Rebrand
Silver Promax UK Winner 2017

Ross Kemp On Gangs
Nominated Promax UK 2016

- Produced and edited on-air promotions for priority launches and campaigns, including the Sky Cinema Christmas Campaign 2019
- Creative Promo producer across the Award Winning channel launch Sky Witness
- A part of a team, that reinvented a new tone of voice for the rebrand of Sky's home channel Sky One
- Pitching ideas for on-air promotions; internally and externally with agencies, studios, and clients
- Lead shoots with talent such as Ross Kemp and James Corden
- Lead voiceover artists and sound design sessions
- Off-brief idea-generating and brainstorming
- Address client feedback and meet deadlines, whilst achieving the best creative solutions
- Strong understanding of video from production to on-air TV (including Ofcom, compliance, and licensing guidelines)

EDUCATION

A Levels

Lampton Academy

2012 - 2014

- A2 Media **A**
- A2 English Literature and Language **A**
- A2 Sociology **B**
- AS Photography **A**

ADDITIONAL TRAINING & COURSES

Richard Holeman's Creative Masterclasses

2020

Graphic Diploma (Adobe Illustrator, Photoshop and InDesign)

2020

D&AD Scriptwriting

2019

Adobe Creative Training (Premier Pro)

2014

AVID Media Composer

2014