

Phil Anderson

503-775-1814

ppg223@gmail.com

www.philanderson.com

PROFESSIONAL SUMMARY

Creative Producer and storyteller blending visual craft, strategic insight, and hands-on production expertise to deliver engaging multimedia content. Experienced across corporate, broadcast, and freelance environments, with a focus on authenticity, clarity, and emotional connection. Equally comfortable leading a studio team or building a brand narrative from scratch.

KEY ACCOMPLISHMENTS

- Produced multimedia materials that supported two of the largest deals in Prudential's history, each exceeding \$5 billion in value.
- Spearheaded nearly 100 executive and internal video productions, including CEO communications and national advertising campaigns.
- Contributed to major national campaigns including *Day One Stories* and *State of Us*, amplifying Prudential's brand across multiple platforms.
- Received a Telly Award for exceptional production work with the Portland Timbers MLS soccer coverage.
- Founded Snow Leopard Creative, producing branded videos, marketing campaigns, and multimedia content for diverse clients.

Snow Leopard Creative, Portland, OR

Owner and Creative Director, 2020-Present

- Independently founded a creative agency focusing on multimedia content emphasizing client-focused solutions and innovative design.
- Utilize advanced software and AI tools to produce tailored visual and graphic content that meets diverse client needs.

Prudential Financial, Hartford, CT, Newark, NJ

Senior Marketing Management Specialist, 2013-2019

- On staff multimedia producer significantly enhancing brand visibility and audience engagement across national campaigns.

KOIN TV (CBS), Portland, OR,

Graphic Designer and Video Editor - 2007-2012

- Produced wide ranging graphic designs and animations under extremely tight deadlines to be shown live, on air.

Additional collaboration and clients

REI, Turner Broadcasting, TBS, Time-Warner, CBS, Nike, Adidas, Columbia Sportswear, The North Face, Solstice, Starbucks, Taylor Communications

EDUCATION

- Quinnipiac University, Hamden, CT - Film Production

ADDITIONAL INFORMATION

- Author of three books and numerous articles on topics including artificial intelligence, creative aesthetics, and ethics. Accomplished musician.
- Active participant and beta tester for various AI technologies such as GPT, Midjourney, Flux, Suno, Runway, LTX, Seedance, among others.

CONTENT

DEVELOPMENT:

Video Production, Video Editing, Motion Graphic Animation, Graphic Design, Photography, Sound Editing, Color Grading, Script Writing, Digital Asset Management

TECHNICAL SKILLS:

Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Audition, Media Encoder, Illustrator, InDesign), DaVinci Resolve, Element 3D, Microsoft Office, CMS Systems, Canto, Figma