

ROLAND BODENHAM

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EXPERIENCE

Flywheel

Head of Video
New York, NY
May 2023-Present

Leads the global video team for Flywheel as part of the marketing division. Develops and optimizes video content and aligns with wider marketing strategy. Works across the business to ensure video content is positioned to best serve the needs and opportunities within the company and for its clients.

Ascential

Senior Video
Producer & Podcast
Development Lead
New York, NY
2017-May 2023

Managed the US-based arm of the Ascential Video production team and built content offerings for the company's US brands. Highlights include:

WGSN / Create Tomorrow Podcast

- Developed and created a fortnightly podcast series highlighting the expertise within the brand which has subsequently grown to 10,000+ downloads/month
- Consulted with key content managers
- Designed audio branding for WGSN audio products
- Managed the production, editing and distribution of content
- Used data and analytics to provide feedback on the product

Ascential / Digital Commerce Live Broadcast

- Developed and directed a five-day, live studio broadcast showcasing the Digital Commerce brands during COVID lockdown as Ascential pivoted to creating high production-value digital content to keep its customers engaged with the brand.
- Developed the concept and schedule for pre-recorded & live segments
- Managed relationships with high-profile guests
- Created a visual design for the broadcast

Cannes Lions / Lions Essentials Documentaries

- Developed, wrote, directed and edited a two-part documentary series highlighting Lions' insight, access, and creative measurement tools. The series introduced Lions' multiple products and showcased it's links to the biggest figures in the industry.
- Maintained relationships with senior leaders from Burger King, AB InBev and participating advertising agencies.

Retail Week

Video Journalist
London, UK
2015-2017

Created editorial video strategies and recurring video formats for retail industry publication Retail Week. Established video content as a core part of the organisation's content and commercial strategy by 2017.

Freelance

Video Creator
London, UK
2015-2017

Worked across the education and private sectors creating news, marketing and educational resources. Clients include emap, Pitman Training, & Camden Council.

EDUCATION

University of Creative Arts

Film Production
Farnham, UK

AWARDS

Eat Our Shorts

Winner: Audience Award, Short
Documentary
London, UK

SKILLS

Creative Content Strategy
Team Leadership
On-Camera Training
Adobe Creative Suite
Live Broadcast Software
Audio DAWs
Podcast Hosting Platforms

Royal Television Society

Nominee: Short Documentary
South East, UK