

Eric Drury

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curriculum vitae

Profile: French and English-speaking Creative & Production Consultant / Project Director with sixteen years of international (Europe, US & Africa) production, marketing and new media experience, primarily on the agency side of the creative, TV and sporting industries

Strengths

I am extremely good at managing client relationships and achieving outstanding results within the framework of stated business strategies and objectives.

I am able to successfully manage multiple projects.

I'm a quick learner who thrives in challenging and competitive atmospheres, and am enthusiastic about working outside my comfort zone.

Objective

I am searching for a new challenge in film/media production or new media as a full- or part-time employee or as an independent contractor in London or Paris.

I expect to contribute as an integral part of a dynamic team in a challenging and motivating environment where results are rewarded and the objectives set forth are achieved.

RELEVANT EXPERIENCE

Creative & Production Consultant 2004-present

A strong and varied background in TV & film production, digital media and online marketing, combined with extensive experience leading multi-discipline teams (creative, technology, operations and planning) has allowed me to work independently for clients in a diverse range of industry fields over the past five years.

- **Big Head Media – Cambridge, England**

As associate producer and marketing consultant for this small and fast-growing film and video production company, I:

- implemented quality-control standards and measures which led to improved and more efficient project cycles, higher client satisfaction rates and higher profit margins while maintaining the highest production standards
- increased the profile of the company's corporate-media work and successfully expanded both the company's area of expertise and the range of its potential client base
- initiated and implemented low-cost marketing campaigns which translated into a growing client list and tangible business opportunities
- produced video shoots for clients such as Dell, Levi's, Max Factor, Six and Co and others

- **RiSKy Films – Paris, France**

Producer, writer and director of *African Hoop Dreams*, a documentary film about basketball in Africa which was filmed in Senegal, Angola, South Africa, the United States and Japan from 2005–2007

- Negotiated production partnerships, secured financing and sold broadcast rights to the France Television Group which aired the film twice in 2007
- *African Hoop Dreams* was selected for the 2009 Cambridge African Film Festival

- Currently Executive-Producer of two documentary films in post-production and scheduled for release in 2010: *Cameroon Connection* and *South of the Clouds*
- **EdiPro – Paris, France**
Associate Producer and Editorial Director for two weekly African sports television shows: *AfroGoals* and *AfroBasket*, broadcast by satellite (CFI, TV5) across the African continent
 - I produced the English version of the television shows and broadened the scope of subject-matter which we covered thereby increasing audience share and distribution opportunities
- **Holt, Rinehart & Winston – France and Senegal**
As a creative consultant, project manager and general facilitator for this American textbook publisher I consulted on and coordinated logistical and budgetary demands, location and talent scouting, and shooting authorization and permits for 8 weeks of production in five cities on two continents over a one-year period.
 - I led a brisk and efficient shooting schedule in which we secured the most sought-after locations and achieved the highest-standard creative results in challenging circumstances and under tight deadlines
 - As project manager I delivered excellent results *under budget* for a very satisfied client
 - I also proved myself resourceful and effective at bridging the cultural divide between the clients and local interlocutors enabling a comfortable and reassuring work environment
- **MV2 Consulting - Paris, France & London, England**
I was considered a reliable, fast, accurate and thorough consultant who was able to work simultaneously on a diverse range of projects and was successful at obtaining difficult-to-get information from difficult-to-reach executives. Among my work:
 - For the *Japanese Ministry of Trade* I conducted market research on American Fortune 500 business leaders' perceptions when evaluating the opportunities and obstacles to investing in Japan
 - For *EADS* I conducted market research via interviews of aerospace, government and military officials in order to provide insight into the brand identity of their newly launched conglomerate
- **Personal Portfolio of Clients – France, USA, Africa, England**
I maintain a selection of preferred clients as an online creative and marketing consultant in order to remain up to date on the latest trends in the digital world.
 - I consult on all aspects of web presence from site conception to daily maintenance, graphic identity, functionality, web-reach, promotion, search-engine optimisation, online videos, viral marketing, and synergising offline-online marketing efforts
 - I create website mock-ups with Photoshop and then build websites using Dreamweaver

Director of Clientèle 1999-2004

I joined the *avence* web agency (now part of Publicis) in the early days of the internet boom in Europe to oversee their portfolio of clients, while concentrating on international brands. I was accountable for over half of the agency's revenue-generating clients.

- **avence electro-communications – Paris, France**
 - Managed a portfolio of diverse clients, often in tandem with other advertising agencies such as Euro RSCG, Publicis, or Havas, while developing business and client relationships at the most senior levels to ensure continued business and increasing budgets
 - Oversaw the development and implementation of clients' on-line communication strategies (brand positioning, graphic identity, technological needs) with the objective of complete synergy into overall marketing mix
 - Responsible for developing new business & negotiating initial and maintenance contracts

- Competencies include website construction and maintenance, on-line advertising, creation of videos, print advertising, packaging and logo creation
- Supervised the daily internal operations of the agency as well as the marketing and sales departments.
- Clients included, among others: *Aventis Pasteur*, world's largest producer of vaccines; *Cartier*, luxury goods jewellery, watches, perfume...; *dunhill*, men's luxury wear; *Häagen-Dazs*, ice cream and cafés/boutiques; *Bouygues Telecom*, France's third largest telecommunications company; *Amadeus*, world leader in travel distribution technology; *HRO Group*, International property developers

Partnerships, Marketing & Sales 1994-1999

In 1994 I moved to Geneva, Switzerland to work with an NBA joint-venture to develop the game of basketball in Europe through grass roots events, pre-season NBA games, player visits and travelling promotional tours.

- **NBA Europe & Universal Sports** – *France, Switzerland & Western Europe*

- Experienced in the creation, sale, management and production of successful and high-profile international grass roots marketing events for prestigious clients: Nike, adidas, Coca-Cola, Kellogg's, Deutsche Telecom, Champion, Converse, Spalding, Kinder...
- Managed and coordinated Coca-Cola's on-site promotional events in 10 host cities during the 1998 World Cup in France, including the procurement of equipment and materials, transportation of material and personnel (18 trucks, 14 teams) recruitment and training of more than 100 employees.
- Specialized in the management and development of client relationships, securing principal sponsors to guarantee approximately 50% of operating budget and secondary partners to cover the remainder.
- Hired as Sponsor Relations Manager in 1994, promoted to Sponsor Relations Director in 1996, then Director of Marketing and Communications in 1998.

American Football Player-Coach 1993

Player-coach for *Les Anges Bleus* American football team in Paris, France, and for the *Porvoo Colts* in Helsinki, Finland.

EDUCATION

Yale University 1992

Bachelor of Arts, Political Science, concentration in International Relations

Bilingual English – French

OTHER

- Born and raised in Dallas, Texas; 3rd of 7 children; world traveller; sports lover and amateur sportsman, music lover and amateur musician, married to the love of my life
- Founding member and treasurer for *Moto Action SIDA*, a non-profit Franco-Cameroonian association which develops AIDS-awareness programs in Cameroon and Western Africa.

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