

Lou Franklin

Curriculum Vitae

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Current Notice Period: One month

Expert In:

Web Development
Experiential Web (Web GL et al)
UX & UI
Experiential
Prototyping & POCs
'Phygital' - Analogue X Digital
Retail & Event Installs
Video/Motion & Content Production
Audio Recording, Editing & Foley
Games Design & Production (Unity, Playcanvas & Unreal)
User Testing / Multivariate Testing
Activations
Music/Events
Augmented Reality (8th Wall, Snap, Instagram, Web AR)
Spatial Design
Branding
Print (Books)
Data Viz

Summary

An outgoing and creative digital leader with a passion for working with people, an unfaltering zest for life and is driven to extract only the best ideas and the highest quality from his teams.

Finding efficiencies, reducing pain, and growing team camaraderie are at the core of my daily ambitions at work.

Experience

DIGITAL PROJECT DIRECTOR AT OMM

Sept 2024 - Present

My role at OMM includes reworking many of the core operational functions of the digital production team from resourcing, budgeting, reporting 3rd party partners and overall delivery process. My key objectives in this role are to improve the efficiency of the team by providing them with better tools and processes to make our department one of the most celebrated and respected in the agency. In this position, I have taken a deeper involvement in new business, guiding pitches and handling pipeline planning, as well as leading on refining the client offering and how we break down delivery into phases.

SENIOR DIGITAL PRODUCER AT OMM

Jan 2022 - Aug 2024

In this role, I have worked on several high profile clients such as Nike, Tommy Hilfiger, Hugo Boss, Oakleys, Crocs, and JBL. While here I created and rolled out an Arcade Game, with 46 units across EMEA. We clocked up over 150,000 plays and the game was such a success it was turned into a series and ran for 3 years. I headed up the nikerunningshoefinder.com website. A flagship Nike experience that helps runners find the shoes that suit their running style - A project that was so successful it was published on Nike's home page and App several times and even outlasted Nike's branding guidelines requiring it to be given a facelift. This project opened a lot of doors into other verticals at Nike.

SENIOR DIGITAL PRODUCER AT LANDOR & FITCH [WPP]

Oct 2019 - Dec 2021

Landor & FITCH was the bridge I'd been looking for between physical and digital. As a consultancy, it meant that we focussed on more of the conceptual and prototype work which I love to do. In my time there I created complex physical/digital in-store experiences for the new LEGO store design, built an entire digital design ecosystem for a new cosmetics e-comm product Selfologi, and created amazing interactive in-store experiences for Dr Martens Carnaby Street. Also, I was able to get more in-depth experience with the spatial design team working to the famous FITCH standards, I particularly loved this.

DIGITAL PRODUCER AT PHANTOM AGENCY

Oct 2017 - Sept 2019

Phantom have a passion for creating firsts in whatever they do. Whilst here, I worked on varied deliverables, from an RFID-triggered gumball machine to an AR data visualisation book (a World first) for Google. Whilst there I was embedded at Google and understand their process from the inside out. Deploying to the google.com domain was a highlight as well as working with their Creative Studio.

Skills & Certifications

Certified Scrum Master

Prince2 Certified Practitioner

British Red Cross First Aider

Resourcing & Staffing

Operations

Creative facilitation

Rather awesome, and ever-growing black book

Education

UNIVERSITY OF SOUTH WALES

BA in Film and Video Production, 2008

GODALMING COLLEGE

Film and Video Studies, Media Studies, Modern History

Tools

MS Project, Smartsheet, Microsoft Office & Google Docs

Basecamp, Confluence, Box & Sharepoint

Salesforce, SugarCRM, Zoha CRM

Harvest, Forecast, Projector

Miro, Figma/Figjam

Github, Jira

Teams, Slack

Interests

Sport – I swim regularly, cycle, and basketball

Music – Producing podcasts, DJing, live music, listening to the radio

Food – I enjoy eating out regularly and experimenting with cooking

Languages – I'm currently learning Italian

PROJECT MANAGER AT BEYOND WORDS STUDIO

May 2016–Oct 2017

At Beyond Words, I had a fantastic opportunity to get to grips with the design process in a very creative environment. I've been able to shape the process not only in the studio, but with clients, and had great success in doing so. This role was full of creative facilitation which I loved.

CREATIVE RESOURCE MANAGER AT TRIBAL WORLDWIDE LONDON

May 2015 - May 2016

My role in the Ops team at Tribal saw me leading resource, creative services and recruitment solutions across all disciplines and project levels within the 150-strong agency, maintaining a steady utilisation rate of around 85% throughout the year and working with the agency's most senior management to ensure business success and regularly introducing new suppliers/partners to the agency to grow our digital offering. As a stiffer for process, I loved this role and enjoyed making things more efficient in my own unique way.

DIGITAL PROJECT MANAGER AT TRIBAL WORLDWIDE

Sept 2011 - May 2015

A highlight was delivering one of the agencies' flagship projects - 'Drop A Rhyme' for Adidas.

MARKETING MANAGER AT FREERANGE RECORDS

Jul 2011 - May 2017

Working to increase engagement in the label but building strong relationships with radio, and music journalists and building a strong social voice. Increasing social followers by 100% in 3 years organically. I would set up events, arrange press coverage and generally promote the labels and their artists.

SOUND ENGINEER (FREELANCE)

Jun 2008 - May 2010

Shows: Skins, Dr Who, Torchwood, Red Dwarf, Upstairs Downstairs and Casualty.

A strong knowledge of all aspects of set production incl. sound, camera, lighting, grip, and production. A strong bedside manner, working closely with high-profile actors and directors.

What They Say

DARREN BRETT - Head of Delivery @ Tribal Worldwide

I can honestly say Lou is one of the nicest people you will ever work with in your career, once met never forgotten. Lou has a broad set of skills for digital delivery but what really sets him apart and makes him so valuable to a team is his natural human way of finding solutions to problems.

NICK BURDETT - Global Exec Director @ Landor

Lou is one of the strongest Producers I've had the pleasure of working with. Always calm under any amount of pressure - and a trusted pair of hands when delivering integrated, complex projects of varying scale. Lou's natural ability to lead means his teams are motivated, informed and dedicated to deliver the best work possible.

GARY SHANNON - Global Partner @ Tribal Worldwide

Lou is great - as passionate and committed a PM as you will be lucky enough to work with. He's dedicated to his projects and won't let anything get in the way of making great work. And he remains focussed on the detail of delivery to budget and deadlines. Good all round digital knowledge and a real spark that is inspiring to be around. He is one of life's energisers.