



Rhys Phillips

Content Producer & Operation Manager

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Professional Summary

I'm an experienced, multi-disciplinary Content Producer and Operations Manager specialising in Photography, Video social media, paid advertising and brand building. Find examples of my work on [my website](#)

Skills

Photography	Video
Design	Copy
Photoshop	Lightroom
Figma	Final Cut Pro
Premiere Pro	After Effects

Interests

Photography	Rugby
Cycling	Football
Climbing	Motorsport
Music	DJing

[LinkedIn](#)

www.linkedin.com/in/rhysphillips-2a3519b0/



[Instagram](#)

www.instagram.com/rhys_tph/



Experience

DataCamp – Jnr Content Ops Manager

Mar 2023 – Present

Summary

- Ensuring a seamless content production and operations process for a leading EduTech organisation within the Data & AI space
- Owning the production of DataCamp's DataFramed Podcast, home to 1M+ listeners. Including guest outreach and derivative content creation across copy, video and design
- Responsible for the operations and moderation of all of DC's live streaming events
- Owning content operations for our two CMS systems
- Creating product-focused video content with high-value B2B clients, ensuring exceptional brand stewardship throughout
- Assisting the social team with design work and video production

cord – Senior Content Producer

Apr 2022 – Dec 2022

Summary

- Owning and developing strategy on social media; LinkedIn, Twitter, Instagram – increasing following from 600 to 7k, monthly impressions to 40k
- Co-owned paid ad content strategy to increase user sign ups and expand B2C brand while reducing CPA – managing a £15k budget, creating and reviewing content and liaising with ad agency
- Working closely with Sales to maintain brand awareness and expand into new markets via localisation, testimonial content and social media
- Managing and mentoring Junior employees
- Co-hosting the weekly all-hands meeting

cord – Content Producer

Jan 2020 – Mar 2022

Summary

- Building cord's social media presence from the ground up on LinkedIn, Instagram and Twitter
- Filming high quality videos for B2B clients both in-person and remotely, including; booking, client prep, shooting, interviewing, edit and distribution
- Created in-house podcast that reached over 2,000 listeners in one year
- Collecting reviews and feedback from B2B & B2C users via Trustpilot, G2 & Google to build and trust publicly
- Led all photography/image led projects across all departments

Photographer/Videographer/Assistant

Jan 2019 – Jan 2020

After moving to London in 2019 I spent a year assisting world-class Photographer Jack Hardy as well as working on various photo & video projects, such as portraiture/head shots for small businesses and short-form video projects focussed on tech.

Education

University of Wales Trinity St David

Sep 2015 – July 2018 // Photography – 1st Class

First-Class degree in Photography and won the cross-course degree show in my final year. While studying, I was also competing at an elite level in road cycling.