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Creative visual storyteller with over 10 years of experience in crafting captivating narratives through videography, photography and graphics. Proven ability to conceptualise, create, and deliver compelling visual content that resonates with diverse audiences. Adept in orchestrating the entire creative process, from ideation to post-production, while collaborating seamlessly with cross-functional teams.

## Work Experience

**Creative Content Producer** at Government Digital Service

2023 - Present

In my role as a Creative Content Producer at GDS, I specialise in crafting compelling multimedia content, primarily focusing on video, photography and motion graphics. My work is tailored to engage a wide range of audiences across various platforms, adhering to the government design principles and always having the user front and centre. As an essential member of the team, I bring innovative ideas and creative problem-solving skills to the forefront, all while efficiently managing the intricacies of content production.

Key contributions:

- Produced high-quality videos and photography of GDS company-wide **conferences** and **events**, showcasing our team's collaboration and passion.
- Documented **international delegation** and **ministerial visits**, amplifying GDS's global impact.
- End to end production of testimonial **interviews** for our recruitment campaign, attracting top talent and highlighting our employees' experiences.
- Conceived and animated numerous **engaging video productions**, including the introduction of the new GOV.UK AI Chat, demonstrating innovative storytelling techniques and technological proficiency.
- Designed and produced captivating videos and animations for **social media campaigns**, effectively engaging our audience and showcasing GDS products.
- Produced **internal communication** videos featuring the CEO and other members of the leadership team, fostering a sense of unity and shared purpose within the organisation.
- Proactively influenced the **creative direction** of content production, ensuring that our visual narratives aligned with GDS's strategic goals and resonated with the target audience.

As the primary AV resource, I played a pivotal role in enhancing GDS's brand identity and amplifying its impact on the digital landscape. My ability to craft compelling content that resonates with a broad audience has significantly contributed to GDS's mission of making digital services better for everyone.

**Creative Designer & Videographer** Freelance

2012 - Present

Partnered with diverse clients to concept, produce, and manage compelling visual content that effectively conveyed engaging stories. Expertise in videography, user-centric design, photography, post-production and time & project management.

### Notable projects/clients

[NHS, Dean Street](#) - Multiple projects

- Translated abstract briefs into impactful visual assets and videos for the "Make PrEP available" campaign, effectively conveying complex healthcare concepts to a broad audience.
- 30% increase in YouTube traffic through an online fitness series and SEO-optimised instructional videos.

[LX Lab London](#) - New home and beauty luxury brand

Developed and executed a comprehensive visual content strategy, resulting in a customer-focused e-commerce website and increased sales by 90% within the first year.

[LOLO Creative](#) - Creative & Design studio

Led the rebranding efforts, enhancing brand visibility and showcasing the agency's offerings to a wider audience.

## Lead Creative/ Videographer at LightFarm Ltd, Creative agency & multimedia production

2015 - 2022

Accountable for developing creative solutions and conversion driven multi-channel campaigns using graphic design, video production and motion graphics for a variety of **B2C** and **B2B** clientele (incl. NHS, SC Johnson, Startling Publishing Ltd).

- **Strategic Shoot Planning & Execution:** Strategically planned and managed photo and video shoots, ensuring the capture of essential shots and footage for impactful storytelling.
- **Engaging Content Delivery:** Successfully conceptualised, created, and delivered user-focused content that resonated with target audiences, achieving exceptional engagement.
- **Cross-Functional Collaboration:** Collaborated effectively across departments, building relationships and influencing stakeholders to drive project success.
- **Post-Production Excellence:** Employed advanced editing skills to refine visuals, deliver polished end products and repurpose existing content to maximise results.
- **Team Leadership:** Managed and mentored a team of 6 junior/middleweight creatives, fostering a collaborative and innovative environment.

## Producer/ Director at Antenna TV, Prominent Greek TV station.

2011 - 2014

Working with the **Marketing Department** my responsibilities focused on building the digital/web presence of the TV Channel and the promotion of their new streaming platform, Netwix.

- Leading ideation sessions to come up with digital promotional materials.
- Producing, directing and filming exclusive backstage videos for [ANTENNA WebTV](#) leading in 60% increased website traffic by in the first 6 months and 40% uplift on social media engagement.
- Achieved 300,000 new subscriber conversion for streaming platform Netwix during launch week through celebrities' social media documentary

## Video Producer, Photographer at Men's Heath, health & fitness magazine brand

2013 - 2014

Skilfully managed all aspects of photography and videography shoots, with an emphasis on audio and lighting precision:

- Produced and edited engaging backstage videos and motion graphics for effective magazine promotion.
- Captured captivating visuals, showcasing fitness and health content with exceptional audio and lighting quality.

## Skills

Adobe CC	Premiere Pro, Photoshop, After Effects, Illustrator, InDesign, Acrobat, Audition, Lightroom
Office Suite	Microsoft Word, Excel, PowerPoint
Other	Figma, Final Cut Pro, Wix, Wordpress & CMS, Sovy Vegas, Later, Hootsuite
Languages	Greek - Native, English - Fluent
Technical	Film Direction, Camera Operation, Light Design, Audio Recording, Photography, Retouching, Video Editing, Colouring, Sound Design, Typography, 3D Objects, Casting
Personal Skills	Creativity, Cooperation, Communication, Innovation, Organizing

## Education

2012	<b>NEW YORK FILM ACADEMY</b> Filmmaking and Production Workshop
2010	<b>ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS</b> Graduate degree in Marketing and Communication