



# LIU BATCHELOR

Creative Producer & Presenter

## **FREELANCE CREATIVE VIDEO PRODUCER**

**Mar 2016 - Present**

- Acquisition and delivery of creative video projects inc: creative concept development, pitching, budget and scheduling, client communication, creative crew recruitment and management, full production management.
- Projects for SMEs and charitable organisations (solo production) and NGB/National broadcaster (part of team)
- Specialising in knowledge sharing, case studies, series development, community engagement.

## **TV PRESENTER, HOST & VLOGGER**

**June 2018 - Present**

- Presenter of TV series' airing on Sky and Amazon Prime, FM radio host, online chat show host and commercial vlogger
- Experience inc: script development and delivery, guest research and coaching/support, ad-lib and investigative journalism
- Specialising in tourism, active, creative, innovation and learning

## **TEDxFOLKESTONE - FOUNDER & PRODUCER**

**Sept 2016 - Present**

- Founded and lead an independent TEDx event received independent reviews of 9.7/10 over 3 years, and TEDx talks achieving 2.5M+ views collectively and x3 talks receiving TEDx's 'Talk of the Day'
- Establishing values, strategy, budget, plan, production and reporting, and grew and managed a volunteer part-time/remote team from 1 to 35+.
- Established programs for speaker coaching/support, community engagement, partnership, and video apprenticeship training.

## **A+C STUDIOS - ANIMATION PRODUCER**

**Nov 2011 - Feb 2016**

- Managing multiple stop motion, motion graphics, and 2D animation production projects for TV adverts and online content.
- Responsibilities inc: client briefing, concept development and treatment, budget and schedule, recruitment and management of creative crew, client/agency communication.
- Working with London advertising agencies and brands inc Oreo, Robinsons, Premiere League, Harrods, Waitrose.

## **PERSONAL CONTENT PROJECTS**

- 'How to speak when you don't know what to say: The secret journey of a TEDx Speaker' - Book/Blog (Mar 2020 - Present)
- 'When Laid Off Paid Off: Redundancy Success Stories' - Public and expert contributor knowledge sharing series - (Sept 2020 - Feb 2021)
- 'The Big Ideas Show'. Weekly video chat show series (100+ episodes) and live events (Jan 2017 - Jun 2019)
- '100 Sports in 100 Days' - Participation campaign and charity fundraiser (Nov 2015 - Feb 2016) - Resulted in an invite to 10 Downing Street and multiple live national/regional press interviews

## **CONTACT DETAILS**

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## **KEY SKILLS**

New and pilot project development

Project briefing and refinement

Concept ideation and execution

Project champion and leadership

Creative project management

Communication coaching

Video and Event Production

## **ACHIEVEMENTS**

TEDx Speaker (2019)

Bodybuilding Champion & Pro Fitness Model (2010-14)

Team GB Wakeboarder (2005-09)

Artist and Painter (2002-Present)

## **QUALIFICATIONS**

1st class - BEng: Product Design and Manufacture - Loughborough University (2005 - 2009)