



NOEL MELLOR

CONTENT PRODUCTION,
DEVELOPMENT AND MORE

ABOUT

Developing quality content across all channels, working closely with creative teams and stakeholders to communicate ideas, tell stories, educate and inform.

EDUCATION

2006 – BA Film and Media Studies,
Manchester Metropolitan University

2011 – Search and Social Media Marketing,
Salford University

SOFTWARE

Adobe Creative Suite (2021)
MS Office
WordPress
Audacity

ONLINE

wearepodsyndicate.com/noel-mellor/
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CONTACT

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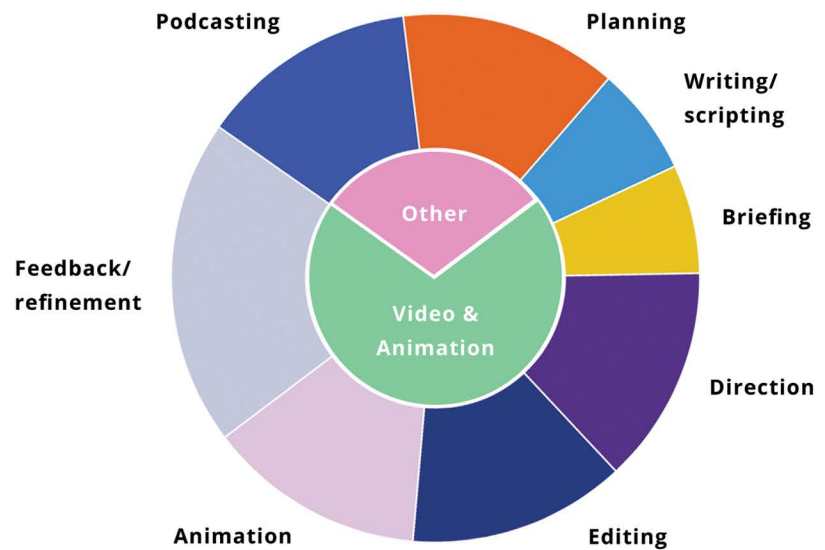
CURRENT ROLE / EXAMPLES

HEAD OF CONTENT - MANCHESTER METROPOLITAN UNIVERSITY

MARCH 2017 - PRESENT

Leading the University Content Team, to develop and deliver impactful video, animation, copy, podcasts and more. Telling stories of research and institutional strategy, and reaching out to audiences across a range of on and offline channels.

- Working closely with creative teams, academics and stakeholders
- Creative and strategic alignment with core messages and campaigns
- Developing and refining content projects according to audience and channel
- Briefing and overseeing creative production internally and externally
- Setting/maintaining University-wide brand guidelines (copy, video, photography etc)

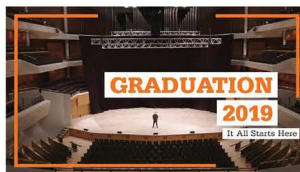


EXAMPLES



The first of a series of short films created to show the true impact of University research, telling the stories of those affected by it.

youtu.be/xD_67vbYfGA



Created for an audience of over 30,000 graduating students at the 2019 ceremony, to offer a moment to celebrate, reflect and look to a bright future.

youtu.be/cj7HTHM5YXk



The first of a series of 60-second stories, designed to allow University academics to tell research stories and align with social media friendly news topics.

youtu.be/IDVUsGTsx4M



Simple text-based animation designed to communicate the University's ongoing commitment to sustainability and the environment.

youtu.be/WRBs-FN2GDw



Written articles and podcasts developed to tell research and alumni stories from across the University, for its bi-annual publication Met Magazine.

noelmellor.com/metmag-examples

PREVIOUS ROLES / EXPERIENCE



GUEST LECTURER, COURSE ADVISOR - MANCHESTER METROPOLITAN UNIVERSITY SEPTEMBER 2013 - PRESENT

Delivering a series of annual lectures for first and second year Film and Media degree students, while helping to design and operate the 'Unit X' industry experience course module.

- Creating and delivering lectures on a range of film and media topics
- Creating briefs, running seminars, ideas sessions and pitch workshops
- Judging student work, giving constructive feedback and awarding prizes



HEAD OF CONTENT, AGENCY SPRING UK JULY 2015 - FEBRUARY 2017

Brand development and content creation for clients in both FMCG and construction industries - including bespoke digital CPD and educational material for architects, under the 'Architect Intelligence' brand.

- Creating and developing bespoke educational content for architects
- Simplifying complex ideas, processes and products for bitsize learning
- Brand and content development, management and ideas generation



SENIOR CONTENT MANAGER, MEC (NOW WAVEMAKER NORTH) FEBRUARY 2010 - JUNE 2015

Leading the agency Content Team, delivering high quality copy, design and video for a range of high profile clients including BBC, Nintendo, EE, Microsoft Xbox, First Great Western and Lloyds Banking Group.

- Content ideas/production for existing clients and new business pitches
- Running ideas workshops, training sessions and student collaborations
- Managing content delivery and planning according to client budget

OTHER FUN STUFF



After 12 years of podcasting, in 2019 I launched a podcast network with some old friends.

Pod Syndicate is a home for all our shows, as well as occasional blogs and collaborative articles.

wearepodsyndicate.com



In 2016, I published my first book, Adventures in VHS, a love letter to the films of the home video era.

The book is now on a film degree reading list, and a copy was also requested by Yale University library.

noelmellor.com/adventures-in-vhs



The pop culture podcast that looks past the nostalgia to get to the deep, dark heart of the 1980s.

Each documentary show looks at one aspect of the era, to explore it in glorious detail.

wearepodsyndicate.com/beyond-the-neon



The Adventures in VHS podcast was designed to support the ongoing written project.

In just 15 episodes, the show picked up over 30k downloads in more than 40 different countries.

wearepodsyndicate.com/adventures-in-vhs