Martin Sadofski CV.

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***About Me.***

I am an award winning strategic creative director Coast an award winning content marketing agency. I have a wealth of experience working with international blue-chip companies, charities, NGOs and broadcasters creating head Content Marketing assets.

I believe *ideas are everything* – Clients and customers want entertainment that rewards and informs them across all platforms. Game-changing dramatic content that reflects their interests and crucially they find useful. My approach is always audience first.

**KEY ACHIEVEMENTS:**

**PROSTATE CANCER UK CHARITY *(Winner Cannes Lion for Best Branded Content 2014)***

I created and wrote the script for a 20 minute short drama for ITV and online, with accompanying posters, e-flyers, press releases and website copy. The story is about a cancer support group starring John Simm, Ray Winstone and Charles Dance. Called “Father’s Day” it begins as a Hollywood style gangster movie but then neatly evolves into a moving drama about men coping with the disease. Created banners, Viral, Radio spots, and long and short copy to promote the film. The film was the

**AXA INSURANCE**

Produced and wrote scripts for 8 science films (The Science Of Risk) and accompanying web copy and blogs for this international insurance company. AXA sponsor research scientists across the globe and these short entertaining pop-science films communicate their work in an accessible and engaging way. I also recently wrote a 35 page strategy report for Axa helping them to move towards being a more relevant a content marketing brand in 2017.

**UNIPART**

I Produced and wrote a series of 9 films about productivity for this leading automotive company. Created other assets Including print and online adverts, banners, pre-rolls and teaser trailers.

**EHARMONY**

I produced and created a TV spot for this global dati9ng agency involving a live on-air marriage proposals for leap year. Accompanied by a twitter and Instagram campaign and associate web copy.

**ANCESTRY**

Created and produced a cinema advert and accompanying series of testimonial short films for the Brand’s Youtube channel. The creative was tied into the release of the Meryl Streep film “Suffragette.”

**CANON (DSLR tutorials)**

Created a series of online short-form tutorial videos and web copy for Canon DSLR owners to help them get the most out of their camera. These include tutorials on the use of lenses, Flash photography, and photography for online auctions, using Video on DSLR cameras. And other tutorials, (Introduction, Portrait, Macro, Landscape and Sport) were produced to deliver a studio style, entertaining and informative format. This series is on-going with Canon.

**DEUTSCHE BANK**

I work regularly with Deutsche Bank on a whole range of online and TV business communication content including the recent American TV commercial highlighting Deutsche Bank’s strength in America.

**JOHNSON & JOHNSON**

Working on the “Clean & Clear" brand. I devised the digital strategy and wrote ten episodes of a teen soap drama (Celia & Chloe.”) for a dedicated YouTube channel, it also ran in ten European markets (online, mobile, TV) including Russia and South Africa. A partnership with Disney offered a weekly prize for watching the episodes and a trip of a lifetime to London to see the Hannah Montana movie premiere. 'Celia & Chloe' was the first teen soap to run on multiple Social Media Platforms. Linked to competitions, forums & exclusive features hosted on the Clean & Clear site where downloads of the music featured in the series written and performed by peer group bands were available. 4million teenagers watched the episodes worldwide.

**TRAFALGAR TRAVEL**

I created a campaign including scripting two short dramas telling the story of two senior couples on a personal journey to visit France and Italy. The films are the most watched content in the brand’s history with over 45000 viewings in the two months of the online campaign.

**COMMONWEALTH SECRETARIAT**

I regularly work with the Commonwealth secretariat writing and producing films combining live-action and state of the art-graphics to educate and illuminate their member states HOGS on their on-going global communications.

**ECONOMIC DEVELOPMENT BOARD OF BAHRAIN**

I devised a country film to promote international investment into Bahrain. The film feature leading CEO’s from international companies extolling the virtues of doing business in Bahrain and its relaxed lifestyle opportunities.

**AXA INSURANCE**

I devised the hugely successful digital campaign to highlight the work of Personal Claims Handlers as a USP for AXA. Real people telling their stories, about their flood disasters. We recreated a house, flooded it, and built a gripping drama/doc re-enactment of the events. Shown on the AXA site, exploited through the use of social media and trailed with teaser virals on key “homebuilder” sites.

**UNIVERSITY OF GREENWICH**

I created a series of animated films to promote the four faculties at this University to encourage new students. A separate film was shown at Football League grounds around England.

**HSBC (VIETNAM)**

Created a short form online and broadcast scripts for HSBC in Vietnam about SME’s who were growing their businesses with the help of HSBC business banking. Shown on TV and online across South East Asia.

**RECKITT BENCKISER – NUROMOL**

Produced and scripted a 30 minute online drama for this global corporation. The brief was to communicate in an entertaining and informative way to new employees the complex journey a new drug has to take to go from the lab to market. Pastiching the Hollywood thriller genre allowed me to tell a quite dry story in a style that would illuminate this world in a fun, enthralling but still credible way.

**KELLOGG’S**

I created 14 short films and web content copy for the digital campaign for Special K. The webisodes followed the daily diet regime of two real women taking on the “special K Challenge” The challenge was a “see the difference 14 day food plan” The two women gave their daily (as live) to camera updates of how they were progressing on the plan. Customers could take part in real time alongside our characters and interact with fellow dieters through an integrated social media strategy.

**TOYOTA**

Wrote and co-created a 26 part series “Green Design” TV and online, featuring emerging technologies that enables us to improve our environment. 62% of viewers saw Toyota as the automotive environmental leader more than 5 x their nearest rival and previous leader, Volkswagen.

Also developed and wrote the Toyota print campaign “Respect.” A CSR campaign.

**My work as a features drama and documentary writer**

**Companies: BBC/ITV/Channel 4/Miramax.**

My feature film SEAMONSTERS (2012) won several awards and nominations at international film festivals.

I have worked helping many young writers for theatre companies as diverse as The National theatre, Royal Court, West Yorkshire Playhouse, and with TV and Film production companies including BBC worldwide, Company Pictures.

I worked for Miramax as a script doctor and have written articles for GQ magazine.

I have written several acclaimed single dramas and series for BBC and ITV.

***Education History***

Manchester University

Key Qualification

Degree in English &Theatre - 2.1

***Personal Interests***

In my spare time I work as a Trustee for a Brighton charity working on several initiatives in East Africa to help poor communities develop their own small businesses. See [www.eacpcharity.com](http://www.eacpcharity.com) I also write and produce music for my band Fever Hut.