

PHIL ARCHER

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Social Media:
<https://linktr.ee/philarcher>



PRODUCER, MULTIMEDIA SPECIALIST

24 years in the multimedia production, advertising and TV production field, working with clients locally, regionally and internationally.

Overview

- Driven, ambitious and goal oriented
- Works well in both team and solo scenarios
- Communicates well, both written and orally
- Social media competence:
 - Content production
 - Campaign management
 - Digital strategy and execution
- Experienced in traditional and digital media platforms
- Skilled in project, budget and staff and crew management
- Extremely technically minded with great attention to detail
- Agile thinker, problem solver

Technical Skills

- Proficient in various software applications in both Windows and Apple platforms:
- Adobe Creative Suite
 - Black Magic Design Davinci Resolve
 - Microsoft Office Suite
 - MOTU Digital Performer (Audio Production Software)
 - Experienced DJI Drone Operator (Inspire 2, Mavic 2 Pro, Phantom 3 Advanced)
 - Producer, fixer, and location scout/manager roles
 - Videography & camera operation
 - Video editing & post production
 - Live stream production
 - Audio recording & mixing editing & audio post
 - Music production & sound design
 - Voiceover artist
 - Valid drivers license - manual. Competent on left and right-hand drive vehicles.

Education & Training

Full Sail University

Associates of Science, Recording Engineering

Orlando, Florida

September 1996 - May 1998

Christ Church Foundation and Mapps College

Secondary Education

Barbados - Graduated 1995

Work Experience

NEEDaFIXER

Senior Producer

NEOM, Kingdom of Saudi Arabia

Multimedia Production & Broadcast industry

Crucial Productions Inc.

Owner & CEO

Sole Proprietorship; 1-10 employees;

Barbados, W.I.

October 2001 - 2023 (20 years)

Multimedia Production & Broadcast industry

Gray Lizard Productions (Sole Proprietorship)

Recording Engineer

Sole Proprietorship; 1-10 employees

Barbados, W.I.

October 1998 - October 2001 (3 years)

Marketing and Advertising industry

Sample Projects

Available upon request.

References

Available upon request.

Personal Interests, Memberships & Skills

• 2020 - Present - Vice President, Barbados UAV Association (BUAVA)

• Travel

• 2019 - 2020 - Public Relations Officer, Barbados UAV Association (BUAVA)

• Singing and Guitar

• 2008 - Present - Member, Caribbean Advertising Federation

• Surfing

• 2017 - Present - Member, Barbados Film & Video Association

• Cinematography and photography

• 2018 - Present - Member, Barbados Classic Car Association

Awards

ADDY® AWARDS*

- 2020** Executive Producer - 3 Gold, "Best of Show in Film, Video and Sound", and 1 District Level (Florida and the Southern USA) Silver Addy for the 2019 Sagicor campaign.
- 2016** Gold and 1 Silver Addy Award for the "Sagicor 175" campaign.
- 2015** Silver ADDY for a 4 spot TV campaign for The Pine Hill Dairy "Milk"
Silver ADDY for our local Timberland Jingle
Silver ADDY for Special Event Campaign for McDonalds "Kazoo" - (Yes we made a jingle with Kazoos!)
- 2013** International: 1 Silver ADDY for "Elements Of Advertising" - in Orlando
Local: 1 Silver ADDY for the re-branding jingle for "Life 97.5" Gospel radio station
- 2012** Regional: 1 Silver ADDY for a TV campaign conceived and produced for the LIME CARIFTA Games
- 2011** Local: 1 Gold - McDonald's; 3 Silver - VI Lottery and PHD TV
District: 1 Gold - McDonald's; 1 Silver - Choice Wireless
- 2010** Local: 3 Gold Awards - TV, Special Effects and Animation - Wibisco Tea Time
Local: 4 Silver Awards - and The Barbados Lottery
- 2009** Local: "Best of Radio Award", 1 Gold, 1 Silver - McDonald's
- 2008** Local: "Best in Show Award", 1 Gold, 2 Silver - McDonald's & Virgin Atlantic
District: 1 Gold - McDonald's
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Testimonials:

"Phil Archer and Crucial Productions facilitated a complicated shoot in Barbados, August 2018, made by Twenty Twenty for an ambitious driving show for Sky One & Netflix.

I cannot recommend him highly enough, I have never worked with a fixer who has been able to deliver so much with such enthusiasm and calmness. Phil was able to meet our ever-changing demands, steer us towards effective solutions to get what we wanted for the time and money available. His knowledge of the country and contacts is outstanding. He assembled an excellent crew and production team that worked cohesively with the team from the UK.

Phil is flexible and a team player, he was always upfront and honest, he would communicate any potential issues well in advance in a stress free, helpful manner and usually with several potential solutions already being worked on.

Our demanding budget and schedule was never a problem, Phil understands what we want versus what budget we have. We updated the budget regularly and always knew where we stood.

Phil Archer and Crucial Productions are effective, reliable and a joy to work with, I wouldn't hesitate to work with them again.

Lizzie Search - Freelance Line Producer, "Faster: Race the World" Final"

"Barbados was chosen as the Faster: Race The World Grand Final shoot location (2018), and we needed to find a local production service company that could handle a large scale TV shoot, with a 100+ international crew and many moving parts.

Having found Crucial Productions online, and following the processes of due diligence, I was thrilled to be able to commission Phil Archer and his team to become our 'eyes and ears' on the ground.

The brief threw up various challenges; ranging from delivering access to engaging and cost-effective filming locations, employing industry-leading local crew to support the UK operation (including top level location catering services and health and safety assets), to facilitating the importation of over 130 pieces of kit! Whatever the challenge, however, Crucial Productions came through every time.

Phil Archer and his team pulled out all the stops for Faster, and created a platform for one of our most successful and enjoyable filming experiences. In addition to this, Phil himself became an essential part of the wider Faster family; not only expertly managing his team and local services, but also becoming a key advisor to the UK team, offering sound cultural advice that would prove vital in ensuring the successful running of the shoot.

It's fair to say, that the support of Crucial Productions and their dedicated staff led to a wonderful series climax, and we very much hope to work with Phil and his team again in the future.

Paul 'Fletch' Fletcher- Line Producer, "Faster: Race The World Final"