

Paul-Simon Geddis

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Content lead and digital storytelling innovator focused on the intersection of live events with new media and digital technologies. Creator of high impact strategies for brands across lifestyle and events space. 10+ years experience leading international publications and brands including VICE and Sónar Festival.

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Relevant Experience: Head of Content: Advanced Music SL.

May 2015 — Present

Reporting to the festival Directors, as Head of Content I am responsible for leading the Content, International Press and PR departments for Advanced Music's portfolio of international Music and Arts festivals, Sónar, Sónar+D, and associated events worldwide.

Responsibilities include:

- Creation and implementation of year round content strategy linked to AM's international events.
- Digital Marketing lead, overseeing budget implementation, defining and refining campaign tied to the marketing of AM's flagship events.
- Copy and design lead on organic and paid campaigns. Management of web presence and story arc for live social media presence throughout festivals
- Press and communication liason for Artists, creating and implementing Artist related content and collaborations across owned and earned channels.
- Play by play reporting and analytics on content and campaigns.
- Creation and maintenance of media partnerships with international press.
- Supervising global content and social media teams.
- Key achievements
Defined and developed online identity for Sónar Festival and Sónar+D, resulting in a year on year growth in Social Media following and engagement (2015-2020).
- Led expansion into new media and alternative channels for Sónar messaging; FB / IG lives, YouTube and streaming.
- Project Co-ordinator for EU collaborations We Are Europe and music analytics platform FuturePulse.

VICE Media Inc,

2012— 2014: Editor in Chief, VICE SPAIN

- Reporting to the Publisher and overseeing the Editorial teams, responsibilities included creating and commissioning content for print and online editions and verticals across VICE Spain channels, and for global editions.

Producer/director, Video VICE Media, Inc.

- Producer/director for short form docs across VICE channels
- Assistant producer on VICE on HBO episode “Love and Rockets”

2007- 2012: Online and Fashion Editor

- Reporting to the Editor in Chief, I was responsible for establishing VICE's online presence in Spain, creating and commissioning daily content from a self curated pool of collaborators across social issues, lifestyle, fashion, music and contemporary art.

Other Work:

Co-Founder Wine Alphabet (2018- present)

- Wine Alphabet is a popular wine consultancy, communication and events company serving a global community from Barcelona Spain. As co-founder, I am responsible for the day to day running of the company, and overseeing the overall content and communication strategy.

Freelance Journalist (2004-present)

- As a journalist I have contributed articles across music, lifestyle and social issues to Spanish language and international publications including **VICE UK, El Confidencial, El Pais, Fanzine 137, GQ and Glamour**

Education: University of Leeds
2001 — 2004

BA Hons, English, Spanish, Philosophy

Groups and activities: (Writer) Leeds Student, Vanguard online, Careless Talk Costs Lives, (Broadcaster) Leeds Student Radio, (promoter) Brudenell Social Club

Skills: Bilingual English/Spanish
Creative Direction Project
Management Film
Production
Music Production Adobe
Creative Suite
Photography