

Annatruus Bakker

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ABOUT

Creative Marketing Professional specialized in developing, directing and producing interactive stunts, live events, content and promotional materials. A firm believer that strong creative storytelling married with strategic insights drive successful campaigns. Lifelong passion for researching and integrating new innovative technologies.

Experienced navigating complex & matrixed organizations, developing new teams and setting up internal workflows. Strong network of partners across a variety of creative and production sectors in Europe, North & Central America.

EXPERIENCE

Carnegie Mellon University — Guest Lecturer, Experiential Design & Environments Feb 2023

Netflix (Los Angeles) — Manager, Marketing Innovation & Production Nov 2022 - Present

Develop non-traditional marketing materials and innovative concepts for key campaigns. Direct creative and production materials for key tactics (Experiential event builds, promotional strategies, content capture, digital products (AR / VR / Microsites) and other technical production verticals). Partner with regional teams on transcreation needs to deliver global marketing moments.

- Lead creative production strategy for priority marketing campaigns
- Contract, manage and negotiate with agencies & vendors from development through production
- Engage functional producers and cross-functional stakeholders for material or tactical execution as needed
- Ensure cross-functional needs are accounted for so that tactics can reach their highest potential
- Track innovative trends and identify potential opportunities for Netflix Marketing teams
- Research and advise on 'first to market' tech (Drones, NFTs, AI, etc). Source suitable execution partners, evaluate feasibility, ROI and other success metrics
- Continually smooth workflows, unlock efficiency and refine production pipelines

Notable Projects:

[The Glass Onion: A Knives Out Mystery](#) - Immersive Murder Mystery Escape Room in West Hollywood

Netflix (Los Angeles) — Senior Marketing Creative Producer, June 2019 - Nov 2022

Developed, launched and scaled Marketing Creative Producer team in the US. Marketing Creative Producers are responsible for developing & overseeing both the creative and production of certain marketing tactics for campaigns centered around show/film launches.

Developed high impact marketing materials targeting goals set by the Media team to drive conversation around title launches. These tactics varied across stunts, activations and innovative digital tactics.

- Lead non-traditional marketing creative development & production on 10+ concurrent campaigns per year
- Manage production budgets & contracts across different budget tiers into the multi-million range
- Cultivate and manage creator, creative agency, and vendor relationships
- Evaluate ROI, legal implications, budget considerations & general feasibility
- Maintain consistency and quality of brand across materials
- Provide expert opinion for innovative / interactive technology projects
- Create opportunities to scale materials globally while maintaining quality & cost efficiency
- Manage and mentor associate producers

Notable Projects:

[Day Shift](#) - MedMen in-store takeover and custom cannabis products

[The Harder They Fall](#) - Immersive, consumer activation and celebrity VIP party in the West Village

[Fear Street](#) - Immersive haunted house in West Hollywood ([link](#) to TikTok fan videos)

[Army of the Dead](#) - Custom 3D DOOH of a Zombie Tiger in seven countries

[The Mitchells vs The Machines](#) - Gas Station Takeovers complete with dancing PAL robots

[The Queen's Gambit](#) - Union Station Giant Chess Board Installation

[Over The Moon](#) - Global Fan Microsite with interactive games for kids

Netflix (Amsterdam) — Freelance Senior Integrated Producer Dec 2017 - Jan 2019

Produce marketing campaigns for Northern European Markets, leveraging global assets and local market knowledge to transcreate and deploy marketing materials and experiences.

- Develop creative briefs for local marketing campaigns across the Northern European Market
- Develop and manage local agency & vendor relationships
- Lead, plan, and manage creative development and integrated production [and/or localization] of campaign materials for OOH, Digital, TV & Cinema
- Define and oversee creative integrity and quality standards on all campaign deliverables.

- Interview and onboard replacement producers (native language speakers) for Nordic & Benelux teams.

Notable Projects:

Orange is the New Black- [Amsterdam Pride Float](#)

Danish Multi-title: Friends x Stranger Things Immersive Fan Experience (Copenhagen)

Christmas Chronicles: Stunted Fan Experiences in NL, DK & SV

Wieden+Kennedy (Amsterdam) — Interactive Producer Aug 2016 - Dec 2017

Technical & Event producer for innovative digital & immersive event ideas to life. Produced W+K Amsterdam's largest ever interactive production in Mexico City.

Notable Projects:

- [Paráiso Secreto](#) - Casa Corona Event involving live theater & VR (Mexico, 2016)
 - [Bitmap Banshees](#) - VR game, event & Installation (Amsterdam, 2016)
 - [Médecins Sans Frontières](#) - Digital Crowdfunding Platform (Paris, 2016)
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Beyoncé's World Formation Tour (Litiz/Miami) — Freelance Producer Apr - May 2016

Content Producer for Beyoncé's World Formation Tour. Produced graphics played on the giant cube of LED screens throughout the three hour show. Managed team of motion graphic, visual effects artists and animators. More about the project [here](#)

Marshmallow Laser Feast (London, Dubai) — Freelance Producer 2015-2016

Technical producer for game engine development, LiDar scanning, VR development, LED wall installation, specialized hardware and software sourcing, specialized freelancer sourcing, fabrication & live event management.

Notable Projects:

- ['In The Eyes of the Animal'](#) - Award winning VR installation (Grizedale, 2016 - Sundance Awards)
 - Museum of the Future - Projection Mapped Installation (Dubai 2016)
 - Absolut Elektrik London - VR Installation & Live Event (London, 2015)
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Fake Love (NYC) — Studio Manager 2012-2013

General studio operation oversight. Manage monthly studio supply budget. Manage senior staff schedules & meetings. Work with legal and finance teams on insurance plans and payroll. Coordinate contracts & payments for freelancers.

Education

School of Visual Arts; New York City — BFA in Film & Visual Critical Studies, 2012