

CURRICULUM VITAE

DORIAN CULMER

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Creative Lead, Brand, Experiential & Production | Exhibitions,
Film & Photography | Technology Brands

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PROFILE & KEY ACHIEVEMENTS

17+ years' experience delivering creative campaigns, brand activations, and product launches across tech, creative, and B2B sectors. Proven track record driving multi-million-pound growth, leading international events, and producing award-winning campaigns. Experienced in shaping campaigns from concept to delivery, collaborating with creatives, film producers, and agencies. Skilled across the full marketing mix, with hands-on expertise in content creation, video production, social strategy, and emerging AI-powered workflows.

- AI-Built Website & Marketing Infrastructure:** Designed, built, and maintain Panoblu's entire website through AI-assisted development (Claude), including CRM integration, analytics, and an AI-powered on-site assistant, without a traditional web team or CMS. [See site.](#)
- Panoblu IR Launch Strategy:** As marketing consultant, created go-to-market plan, trade show activations, and PR outreach for the launch of the first true 360° thermal camera system for Superyachts.

- Global Product Launch:** Directed multi-channel launch campaign for new product (Clnebot Mini) spanning brand design, PR, and video production — generated worldwide awareness and expanded the sales pipeline. [See Projects.](#)
- NAB “Unreal Ride” Activation:** Delivered immersive XR/robotics experience with Vu Tech, attracting thousands of participants and securing national news coverage. [Watch highlights.](#) [NBC 3 News.](#)
- Short Film Campaign:** Project-managed narrative short film with phased social rollout, earning coverage in British Cinematographer and achieving one of the division's most successful social campaigns to date. [Watch BTS + Film](#)
- Advanced Training Event (New York):** Produced the world's first advanced training seminar for the Motion Control robotics community — hosted 80+ attendees, increased robotic system sales, and strengthened and expanded the community. [Watch Event Highlights.](#)

TECHNICAL SKILLS

AI-Enhanced Marketing

Generative AI for content, design and workflow automation; AI video production.

Creative Production

Video Production & Editing, Photography, Graphic Design, UI/UX Design, Brand Identity Design, Storytelling.

Project & Event Leadership

Project Management, Event & Trade Show Management, Go-to-Market Strategy, Cross-Functional & Stakeholder Coordination.

Digital Marketing & Growth

Social Media Management, SEO, Email Marketing Automation, Digital Advertising,

Creative Design Tools:

Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects, Premiere Pro).

CRM & Analytics

Google Analytics (GA4), Zoho CRM, Campaign Tracking & Attribution, Performance Reporting, Data Analysis.

WORK EXPERIENCE

(June 2024 – Present)

Fractional Creative & Production Lead @ Redpoint Vision (RPV)

Creative and production lead across B2B technology and events clients, taking projects from brief through planning, creative development and delivery.

Panoblu (B2B Maritime Tech)

- Plan and deliver exhibition presence across METS, YARE and the Superyacht Technology Show, including stand creative, graphics, promotional assets, suppliers and on-site delivery.
- Deliver product launches and supporting campaigns across digital, social, video, print and PR.
- Develop the creative and marketing materials required around each launch and event, from brochures and presentations through to screen content, social assets and website updates.

- Coordinate activity across internal stakeholders, external suppliers and event partners to keep projects moving against deadlines.

Superyacht Tech Show (Maritime Events)

- Content creation and marketing consultancy.
- Additional project-based work across B2B technology and events clients.

(2015 – May 2024)**Film & Commercial Marketing Manager @ MRMC (Nikon Subsidiary)**

A global leader in motion control and automation technology for film production, offering innovative solutions in broadcast robotics, volumetric capture, and remote imaging for TV & commercial projects.

Planning & Management

- Develop and manage the content calendar covering events, campaigns, newsletters, blogs, and social content in line with senior management strategy.
- Plan and execute marketing campaigns, ensuring alignment across sales and business teams.
- Drive the marketing meetings to track progress and maintain strategic alignment.

Event Management

- Plan and deliver trade shows (NAB, IBC, Cinegear, etc.) and in-house events, overseeing logistics, agendas, and guest engagement.

Content Creation

- Produce videos (showreels, testimonials, teasers, product demos) and digital assets for campaigns, sales, and community engagement.

- Manage creation of marketing content (newsletters, blogs, social, graphics, photography) and paid social ads.
- Maintain an updated library of assets for activation within the annual marketing plan.

Partnerships & Collaborations

- Build partnerships with industry players to expand reach and deliver joint marketing initiatives

Digital Marketing & Website Management

- Oversee digital campaigns across social and paid media, working with the Social Media Executive to manage and grow channels (Facebook, Instagram, YouTube).
- Monitor KPIs including leads, web traffic, newsletter sign-ups, and social growth.
- Manage a hybrid team of in-house staff and freelancers (social, web, editors, videographers).
- Oversee website performance, SEO, and analytics (WordPress, Google Analytics, SEO tools). Refine CRM and automation processes to improve lead generation and communication.

(2013 – 2015)**Marketing & Content Specialist @ vVoosh (startup)**

Contributed to the launch of an early-stage social media startup, supporting go-to-market strategy, content creation, and user experience design.

Content & Marketing

- Created, edited, and proofread written marketing content across website sections, blogs, and social media. Researched market trends to inform content strategy and published consistent brand-aligned updates across digital channels.

User Experience

Designed and tested website layouts, colour schemes, and image selections for mobile, tablet, and desktop platforms. Conducted usability and stress testing to optimise performance.

Media Production

- Planned and executed photoshoots to support marketing campaigns. Edited and organised photographic content (Photoshop & Lightroom), producing a steady stream of written and visual assets. Managed and expanded the company's media library.

Product Development

- Collaborated on early product planning, research, and A/B testing to inform development and improve user engagement.

(2010 – 2012)**Public Relations Manager @ Conduvis Technologies (Sussex)**

International software company delivering high-performance applications to optimise efficiency.

Media & Press

- Manage all press enquiries and collaborate with PR agency to drive awareness of global rebrand.

Copy & Content

- Create case studies, press releases, articles, and promotional materials.

Research & Administrative

- Collaborate with sales to develop PR strategies and secure client testimonials.
- Track media coverage, update PR website section, and monitor social media/blog metrics.
- Plan and support exhibitions and events, including TechEd Europe and CeBIT.

Earlier Career

2006 - 2010: Marketing Exec at G&G Manufacturing. One of the UK's largest manufacturers of encapsulated nutritional products, supplying 50+ countries. Promotional Materials & Content creation

EDUCATION**Graphic Design**

Diploma — Strohacker Design School

New York Film Academy

Diploma

Technative Digital

AI Video Production