

FABIEN BOLLE-SOAZANDRY — LEOGAMI

CREATIVE DIRECTOR | AI CREATIVE LEAD | FILMMAKER & CREATIVE TECHNOLOGIST

London, UK and global

+44 7494 169322 · info@leogami.uk Portfolio: leogami.uk

PROFILE

AI-native Creative Director, filmmaker and marketing leader with **20+ years of professional experience** spanning cinematic production, brand development, VFX, digital culture, emerging technology and generative media.

Currently **Head of Marketing & AI Creative Director at Agile Tech Solutions**, leading brand, content and creative strategy across a portfolio of AI, cloud, cybersecurity and digital products. Built an AI-enabled content operation delivering approximately **12 campaign videos per month**, while remaining hands-on across concept development, scripting, art direction, generative production, editing and final delivery.

Founder of **nft_community**, an international digital-art and creator platform grown to **200K+ followers on Instagram and 35K on X**, combining audience development, social strategy, cultural programming, creator relationships and international curation.

A zero-to-one creative builder with experience founding creative ventures, establishing production systems, developing original entertainment properties and leading multidisciplinary teams of up to **30 people** across production budgets of up to **£150K**.

My practice combines traditional creative judgement with emerging technology to turn ambitious ideas into culturally relevant, commercially focused work without sacrificing authorship or craft.

SELECTED IMPACT

235K+

Combined Instagram and X community built through **nft_community**

12+ / MONTH

Approximate AI-enabled campaign-video output through Agile Tech's content pipeline

£90K

Investment raised by the client following the All Kindza Madness proof-of-concept trailer

£150K

Upper production-budget scale managed

30+

Crew members led across complex productions

20+ YEARS

Professional experience across film, VFX, brand content, creative leadership and emerging technology

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CORE CAPABILITIES

Creative Leadership

Creative Direction · Brand Development · Campaign Concepts · Art Direction · Creative Review · Team Leadership · Stakeholder Management · Production Direction · Creative Operations

Brand & Marketing

Brand Strategy · Content Strategy · Product Communications · Social Strategy · Campaign Development · Brand Voice · Editorial Direction · B2B & Consumer Communications

Creator & Cultural Strategy

Creator Economy · Community Growth · Digital Culture · Audience Development · Creator Relations · Cultural Programming · Exhibition Strategy · Partnerships

Hands-On Creative

Concepting · Copywriting · Scriptwriting · Storyboarding · Directing · Editing · VFX · Motion · Photography Direction · Visual Development

Generative AI

Generative Image & Video Production · AI-Assisted Look Development · Rapid Prototyping · Prompt Systems · AI Creative Workflows · Runway · Midjourney · Veo · Sora · Higgsfield · HeyGen · ChatGPT

Production & Technology

Adobe Premiere Pro · After Effects · DaVinci Resolve / Fusion · Figma · Cinema 4D · ZBrush · PFTrack · RealFlow

PROFESSIONAL EXPERIENCE

AGILE TECH SOLUTIONS

Head of Marketing & AI Creative Director

London | 2023–Present

Lead brand, content and creative strategy across a portfolio spanning AI, cloud infrastructure, cybersecurity, SaaS and digital products.

- Own creative direction across brand campaigns, product launches, social media, video, web communications and sales-facing creative.
- Built an AI-enabled creative production system combining generative image and video platforms with traditional directing, editing and post-production workflows.
- Established a high-volume content pipeline producing approximately 12 campaign videos per month, while maintaining creative oversight from initial concept through delivery.
- Remain hands-on across concepts, campaign territories, scripts, headlines, storyboards, visual development, generative production, editing and finishing.
- Partner with founders, engineering, product and sales teams to create a more consistent brand experience across product communications, marketing and commercial materials.
- Translate complex AI, cybersecurity, hosting and software propositions into clear, accessible stories for consumer and B2B audiences.
- Develop repeatable generative workflows that allow visual ideas and campaign territories to be prototyped rapidly before full production.
- Created AI-led pitch and campaign material associated with new-business activity, including creative supporting a £25K+ property-sector contract.

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- Lead the creative positioning and communications of multiple products while balancing individual product identities with the broader Agile Tech brand.

NFT_COMMUNITY

Founder & Creative / Curatorial Director

Global | 2015–Present

Founded and developed an international platform connecting digital artists, creators, collectors, galleries and cultural institutions.

- Grew the community to 200K+ Instagram followers and 35K followers on X through social strategy, editorial direction, creator discovery and culturally relevant programming.
- Developed the platform's identity, voice, visual language and creator-facing programming from the ground up.
- Curated and promoted thousands of digital artists and creators, developing first-hand insight into creator motivations, audience behaviour, digital identity and online community dynamics.
- Built relationships spanning independent artists, digital creators, galleries, collectors, institutions and Web3 communities.
- Produced and curated international exhibitions, activations and creator showcases across London, New York and Rio de Janeiro.
- Combined social strategy, partnerships, editorial storytelling and cultural curation to grow an independent platform into an internationally recognised digital-art community.
- Developed programming around emerging forms of digital ownership, online identity, creative technology and the changing relationship between creators and audiences.

KARAOKE CITY VR / KARAOKE BOX

Art Director

London / Remote | 2024–2025

Led visual development and world-building for an original VR entertainment universe centred around music, performance and virtual identity.

- Established the overarching creative direction across environments, characters, narrative systems and visual identity.
- Authored an 85-page world and visual-development bible defining nine distinct planets and a broad character ecosystem.
- Used generative AI as a rapid visual-development and look-development layer to accelerate creative exploration and production hand-off.
- Collaborated across creative and technical disciplines to translate cinematic concepts into assets suitable for interactive and immersive production.
- Developed visual concepts at the intersection of music culture, gaming, virtual identity, character design and emerging technology.
- Created scalable visual-development systems that helped maintain consistency across a large fictional universe.

INVINCIBLE FRAMES

Founder · Executive Producer · Director

London | 2008–2018

Founded and led an independent film, VFX and creative-production company delivering commercial, entertainment, cultural and corporate work.

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- Directed and produced campaigns, films, branded content and VFX-led productions from concept and pitch through production, post and final delivery.
- Led multidisciplinary crews of 10–30 people and managed production budgets ranging from £5K to **£150K**.
- Worked directly with senior stakeholders on brand-critical communications, including UK Cabinet Office productions featuring Gordon Brown and David Cameron.
- Directed global internal communications for EY, working directly with senior leadership on a £20K production programme.
- Expanded an initial £5K–£8K pharmaceutical event brief into a £30K premium production contract through creative development and client consultation.
- Delivered work for organisations including Channel 4, Google, Universal Music, Saatchi & Saatchi and EY.
- Combined creative leadership with commercial ownership across pitching, budgeting, client negotiation, team assembly, directing and post-production supervision.
- Built extensive experience managing the relationship between creative ambition, production feasibility, stakeholder expectations, budget and delivery.

SELECTED CREATIVE WORK

ALL KINDZA MADNESS

Director / AI Producer

Directed and developed a cinematic proof-of-concept combining traditional filmmaking, VFX judgement and generative production.

The trailer helped communicate the scale and tone of the proposed feature to prospective stakeholders and contributed to the client securing approximately £90K in investment toward production.

The project demonstrates the ability to use generative production not as a novelty, but as a strategic tool for world-building, visualisation, investor communication and cinematic storytelling.

AGILE TECH — AI CAMPAIGN SYSTEM

Creative Director / AI Filmmaker

Developed an ongoing body of AI-enabled advertising and brand films across multiple technology products.

Responsibilities span:

- Creative strategy
- Concepts and scripting
- Storyboarding
- AI image and video generation
- Voice and audio workflows
- Editing and finishing
- Campaign packaging
- Social adaptation
- Product communications

The work demonstrates how hybrid generative workflows can support higher-volume creative production while retaining directorial control and brand consistency.

KARAOKE CITY

Art Director

Developed an original music-driven VR universe spanning world-building, character systems, visual identity, interactive environments and campaign concepts.

The project combines entertainment IP development, music culture, AI-assisted visual development and immersive design.

CREATIVE LEADERSHIP APPROACH

Direct

Narrative, visual language, performance, editorial judgement and creative decision-making.

Invent

Generative workflows, emerging technologies, world-building, rapid experimentation and new production methods.

Lead

Teams, stakeholders, campaign systems, production, budgets and delivery.

Cultivate

Creators, audiences, communities, cultural partnerships and long-term creative ecosystems.

CULTURAL & CURATORIAL EXPERIENCE

Alongside commercial creative leadership, I have maintained a long-standing curatorial practice focused on digital culture, art, identity and emerging creative technologies.

- Co-curator for Tate Exchange / Tate Neighbours initiatives, contributing to the campaign associated with the naming of Tate Modern's Natalie Bell Building.
- Co-curated Bob & I alongside photographer Esther Anderson, presenting rare archival photography of Bob Marley.
- Curated digital and fine-art programmes involving organisations including the US Embassy in London and Southbank Centre.
- Produced international digital-art exhibitions and creator showcases across the UK, United States and Brazil.

This cultural practice informs my commercial work through a strong understanding of taste, communities, creative subcultures and how new visual languages emerge.

SELECTED CLIENTS & COLLABORATORS

Google · Channel 4 · UK Cabinet Office · EY · Accenture · Saatchi & Saatchi · Universal Music · Southbank Centre · Agile Tech Solutions

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AWARDS & RECOGNITION

Best Director — BEEFTA Awards, 2010

Best Drama — Clench — Limelight Film Awards, 2012

Official Selection — Cannes Short Film Corner, 2014

Early entrepreneurial backing secured from Tim Campbell MBE / Bright Ideas Trust, supporting the launch of my first creative business.

CREATIVE TECHNOLOGY STACK

Generative Media

Runway · Midjourney · Veo · Sora · Higgsfield · HeyGen · ChatGPT

Editing & Post

Adobe Premiere Pro · After Effects · DaVinci Resolve / Fusion · PFTrack

Design & Collaboration

Figma · Adobe Creative Suite

3D & Spatial

Cinema 4D · ZBrush · RealFlow

CURRENT FOCUS

Building creative systems where human judgement, creator culture and generative technology combine to produce ambitious work faster without sacrificing authorship, craft or cultural relevance.

Interested in senior roles where creative leadership extends beyond campaign execution into brand building, creator relationships, emerging technology, team development and the design of new creative operating models.

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