

AIDAN CASTELLI

SENIOR PRODUCER — GAMES & INTERACTIVE MEDIA

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Senior Producer with 18 years across games, interactive storytelling and broadcast production. Most recently led production on Roblox titles for Moonbug Entertainment reaching 26M+ plays, and produced CoComelon: Play with JJ in collaboration with Netflix. Earlier career spans a Children's BAFTA-winning CBBC drama and an interactive documentary that premiered at the New York Film Festival. Comfortable running production end-to-end — concept, greenlight, cross-functional delivery, live operations.

KEY SKILLS

- Production leadership — roadmap and backlog ownership, milestone planning, sprint delivery
- Live operations — monetisation strategy, retention optimisation, event scheduling, A/B testing
- Cross-functional team management — design, development, art, QA, analytics, external studios
- Data-informed iteration — GameAnalytics, Roblox dashboards, App Store / Google Play consoles
- Stakeholder management — IP licensors, publishers, executive reporting
- Agile delivery — Scrum Master qualified; Jira, Confluence, Trello, Notion

EXPERIENCE

Senior Producer (Freelance) — Moonbug Entertainment

2023 – 2025

- Led production on Roblox titles including Find the Blippis and Obby Bods; several reached Roblox's Top 1,000, with 26M+ combined plays
- Produced CoComelon: Play with JJ in collaboration with Netflix, delivering to platform quality standards
- Ran the full production pipeline — design, development, art, QA, live ops — across distributed, multi-timezone teams
- Used player and gameplay data to drive a weekly content cadence, improving retention
- Delivered a cross-brand Smurfs collaboration supporting the feature film launch

Senior Producer — eOne / Wizards of the Coast

2022 – 2023

- Owned strategy and delivery for a portfolio of children's apps and games, including monetisation and new product opportunities
- Produced Peppa Pig: Jump & Giggle, a motion-controlled game built for the first Nex Playground platform, from concept to launch
- Coordinated creative, product and development teams while maintaining strict brand alignment

Digital Producer / Journalist — BBC News

2018 – 2022

- Produced interactive journalism and led change-management programmes to modernise BBC News' approach to digital video and storytelling
- Managed breaking news production and content strategy for a global audience during the Covid crisis
- Contributed to launching BBC News' TikTok presence
- Produced the Punjabi Alcohol Project, a hybrid interactive/traditional investigation — nominated for Best Investigation, Asian Media Awards

Senior Producer — Boomerang / Cartoon Network

2016 – 2017

- Produced online games and apps for Turner's Boomerang and Cartoon Network websites
- Managed staff and external production teams across multiple concurrent productions with developers worldwide, delivering on time and on budget

Content Producer — Children's BBC (CBBC)

2012 – 2014

- Managed development, design, technical and research teams delivering games, video and social content for the 6–12 audience
- Produced Dixi (Children's BAFTA winner), Try Being Me (RTS & Digital Broadcast Awards nominee), Shaun the Sheep: Championsheeps (BAFTA nominee), and MI High: The Grand Mistress Mystery (CNMA winner, Rose d'Or nominee)

Creative Director, Development — The Deeper They Bury Me — Storyline Entertainment for NFB Canada

2010 – 2011

- Originated the concept for an interactive documentary exploring 40 years of solitary confinement
- Co-wrote the proposal that won the Hot Docs Digital Development Deal (2010); premiered at the New York Film Festival in 2015

Earlier career: Project Manager, Flashpoint: Training Day, Xenophile Media for CTV (2009–2010, Interactive Gemini Award nominee) — Line Producer, Empire of the Word Online, Xenophile Media for TVO (2008–2010, online drama shot across six countries).

EDUCATION

BA (Hons), English Language & Literature — University of Liverpool