

Duane Melius Creative CV

25 Sept 2026 · @Duane

Musician, writer and maker · UK · duane@wemakesense.org · thedblack.substack.com · =music:
<https://youtu.be/gNCP3-ZsTHo> (full EP available).

Profile

I've spent 25 years making things for people: a national magazine, films, events, campaigns, and now music, writing and software. I've worked across the UK, Southeast Asia, India and Germany, and I write as Dante Black. My work sits where craft meets culture, and lately where human making meets AI.

Current work

Music · Independent

Writing as Dante Black · Substack · 2026 to present

- Short, loose pieces on dreams, AI and making real things.

Perfect Pitch · Founder and builder · 2024 to present

- Designed and built, solo, a web platform that turns 25 years of my pitch craft into a 50-page strategy report in about 10 minutes, now live at perfectpitch.site

Creative career

Founder, Sense Media · UK · 2002 to 2010

- Built a national youth media and social enterprise spanning a magazine, film, live events and education
- Grew the magazine to 45,000 print circulation, publishing young people's first creative work
- Partners included Apple, MTV, Channel 4, Olympus and Foster + Partners

Head of Social Media, VMLY&R Southeast Asia · Singapore, India, Indonesia · 2010 to 2013

- Built a regional creative team from 1.5 to 12 people across three countries
- Led campaigns for Sony Pictures, Revlon, Danone, 3M and BMW, including Webby-honoured work

Digital Director, Rep Worldwide · Singapore · 2014 to 2018

- Led a boutique creative team for Heineken's Archipelago Brewery, Epson, Club Med and OCBC

Head of Digital, Burson-Marsteller · Germany · 2017 to 2018

- Relaunched digital services across three offices and wrote a 400-page training guide

Strategy and creative consultant · UK and remote · 2021 to 2025

- Pitch strategy and creative direction for agencies and brands in the UK and Southeast Asia

Recognition

- Fellow, Royal Society of Arts (RSA)
- Webby Honouree, VMLY&R campaign
- Facebook Studio Award
- WAT Social Media Award
- Top 20 UK Social Entrepreneurs, 2009