

Duane Melius

Musician, writer and maker · also writing as Dante Black

Brighton & Hove, UK
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Portfolio: [sunseeds.world](#)

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[Perfect Pitch ↗](#)

[Writing ↗](#)

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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. My work sits where craft meets culture, and lately where human making meets AI.

NOW

Music

INDEPENDENT · WRITER AND PRODUCER

An EP, written and produced in my own studio. Out now:

[RIDE OF YOUR LIFE ↗](#)

Writing as Dante Black

SUBSTACK · 2026 – PRESENT

Short, loose pieces on dreams, AI and the stubborn business of making real things. [Read on Substack ↗](#)

Perfect Pitch

FOUNDER AND BUILDER · 2025 – PRESENT

Designed and built, solo, a platform that turns 25 years of my pitch craft into a 50-page strategy report in about 10 minutes. [Visit \[perfectpitch.site\]\(#\) ↗](#)

sunseeds.world

PORTFOLIO · 2026

My work, pressed as a crate of records: flip through, pull one out, read the liner notes. [Visit \[sunseeds.world\]\(#\) ↗](#)

CREATIVE CAREER

Founder · Sense Media, UK

2002 – 2010

- Built a national youth media and social enterprise spanning a magazine, film, live events and education.
- Grew the magazine to a print run of up to 10,000, publishing young people's first creative work.
- Partners included MTV, Channel 4, Olympus and Foster + Partners.

Head of Social Media · VMLY&R Southeast Asia

2010 – 2013

- Built a regional creative team from nothing to 12 people across Singapore, India and Indonesia.
- Led campaigns for Sony Pictures, Revlon, Danone, 3M and Mahindra, including Webby-honoured work.

Director · Rep Worldwide, Singapore

2014 – 2018

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

Head of Digital · Burson-Marsteller, Frankfurt

2017 – 2018

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

Strategy and creative consultant · UK and remote

2021 – 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 (Gold)

Top 20 UK Social Entrepreneurs, 2009

Make something real. Then let it go, if you have to.