



CHRISTOPHER MELVIN
AWARD-WINNING CREATIVE

2023

Hi, I'm Christopher

Do-gooder by trade

A self-described “Frankenstein” creative, I bring work to life by stitching together **design, production, copywriting,** and **digital strategy.** This is underpinned by a solid understanding of best practice and project management.

Known for my speed and seeing projects from A to Z, I'm a **one-stop shop in advertising land,** with almost a **decade of experience** working on top household brands.

Check out my website for more info, case studies, testimonials and terrible puns :)

 chrismelvin.co.uk  hello@chrismelvin.co.uk



Skills & Services

Bit of a Frankenstein tbh



Design & Visuals

- Branded content
- Paid advertising creative
- Print projects & artworking
- Front-end & wireframes
- Web / email design
- Presentations



Production

- Pre-/post specialist
- Video and photo editing
- Retouching & visualisation
- Motion graphics, GIFs
- Basic audio engineering
- Influencer briefing



Copywriting

- Creative content
- Social & PPC advertising
- Web content & SEO
- Script development
- Editing, proofing, AI edits
- Strategies, awards etc.



Strategy

- Social content strategy
- Email marketing strategy
- Meta & LinkedIn ads (basic)
- Creative operations
- Training workshops
- Pitch support

Brand experience

Agency, in-house & freelance

ACTIPH
ALKALINE IONISED WATER



Bitrex®



Doctify



Edinburgh Leisure



LOCH LOMOND
BREWERY

McIntosh
OF STRATHMORE



worldwide
cancer
research



Awards

- **UK Content Creator of the Year**
Social Media Marketing Awards 2019
- **Rising Creative Star**
Marketing Society Star Awards 2019
- **Best Use of Social Media (Finalist)**
The Herald LOOK Awards 2015
- **Journalism University Medal**
Edinburgh Napier 2013



Industry

- **The Marketing Society Scotland (2020–Present)**
- **Edinburgh Napier Mentor & Speaker (Ongoing)**
- **TED Talk Circle Speaker (2019)**
- **Writer's Guild of Britain (2016)**





Design & Visuals

SOCIAL • DIGITAL • PRINT

Social media graphics and art direction

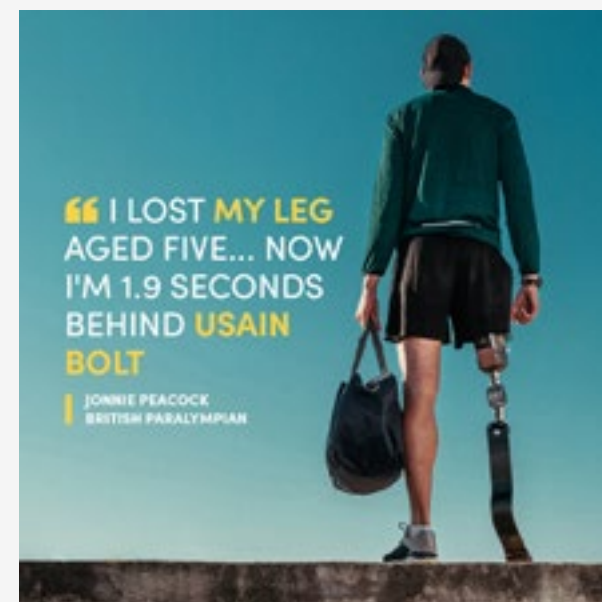
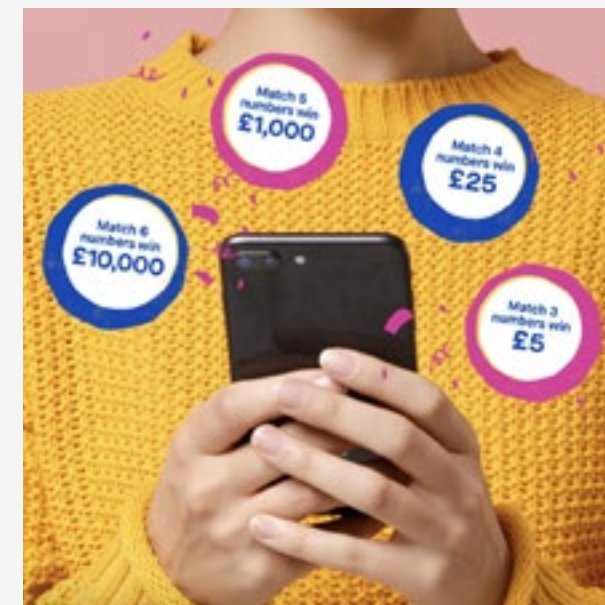
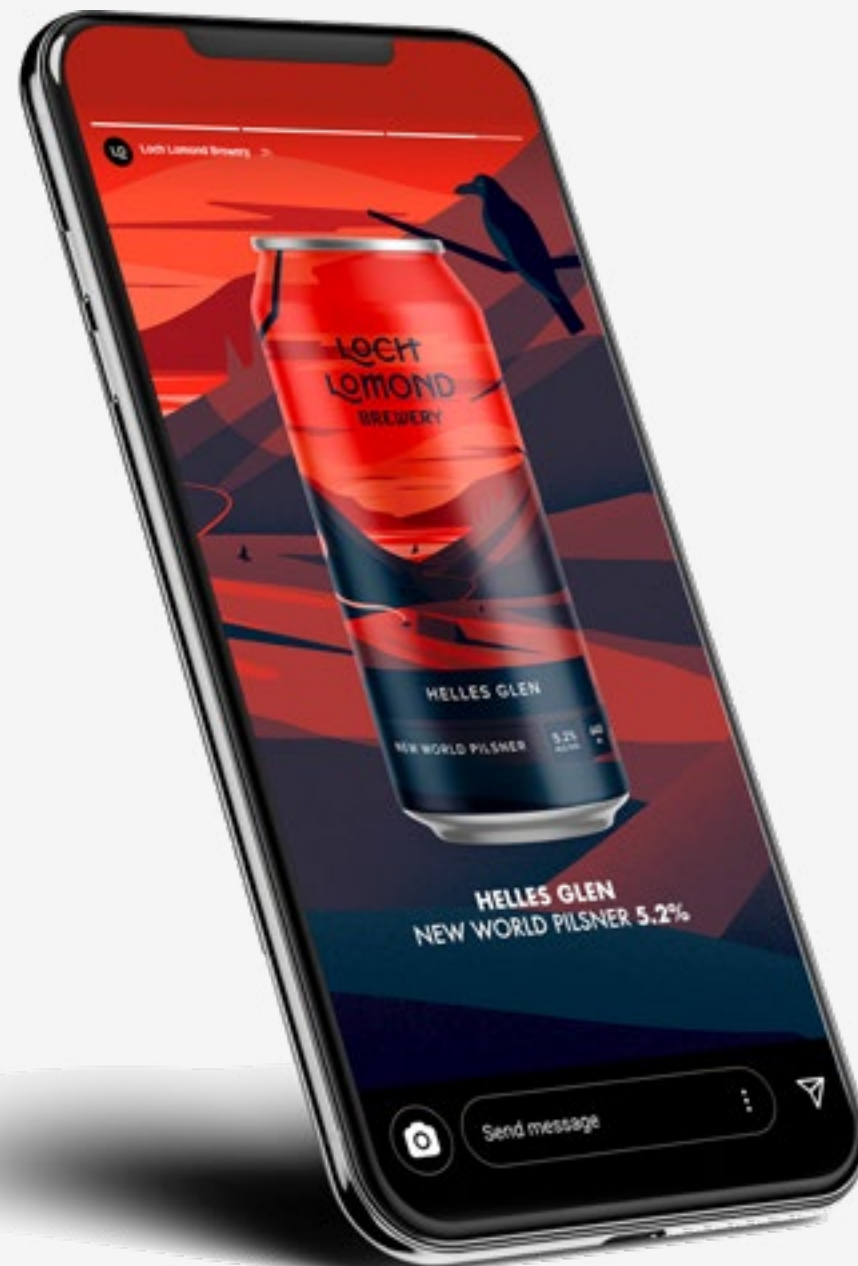
[View case study online](#)

Overview:

Throughout my career, social content has been a staple. Any brand, any social mechanic, any algorithm change – throw it my way.

Results:

- Designed content for over 40 brands.
- Content gains high engagement rates.
- Apparently I'm crazy fast at it too.



No Knives Better Lives

Creative retouching

[View case study online](#)

Overview:

NKBL is a knife crime charity targeting youths through social. With little budget and no assets, I opted to combine design with retouching for eye-catching graphics.

Results:

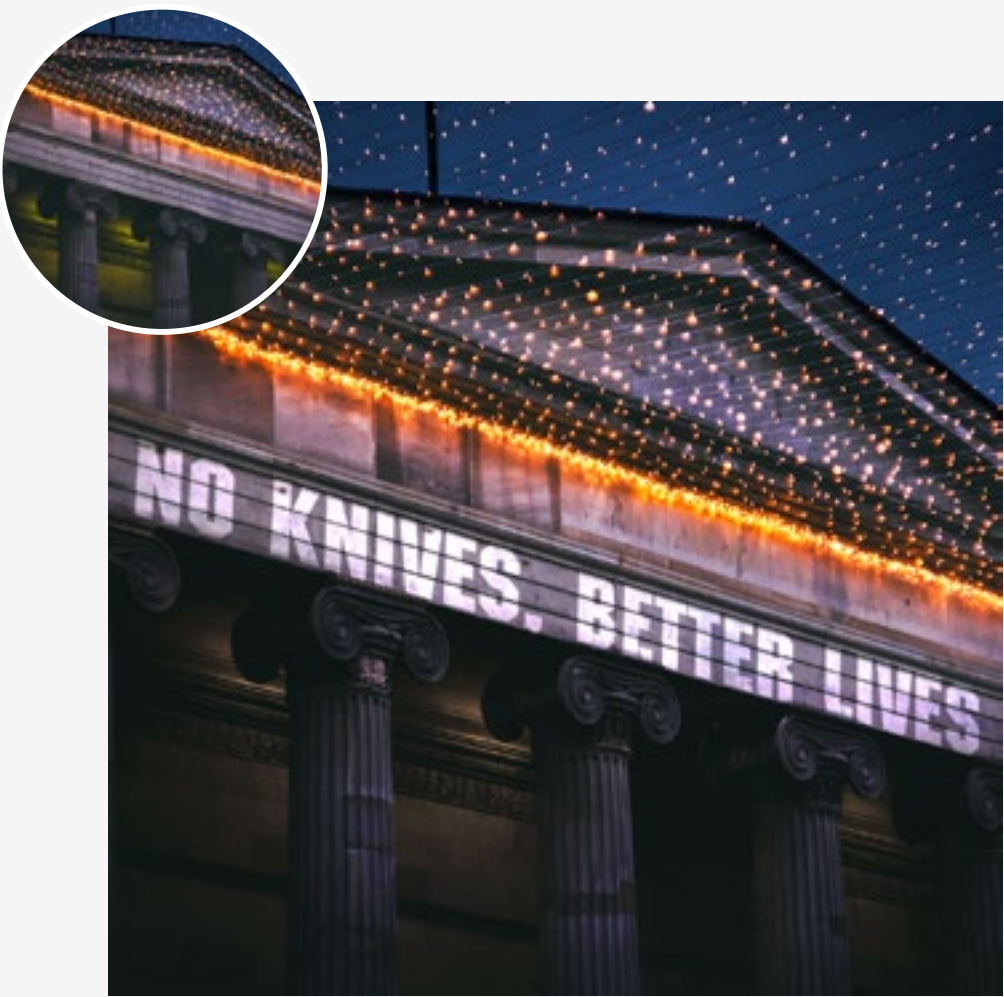
- Over 10K organic followers.
- Avg. 28.7K annual engagements.
- 1M cross-channel reach.



▲ Removed original lettering, added new text, added texture/lighting, plus chalk on ground



▲ Removed original label, moved existing icons, added text, then texture/lighting



▲ Recoloured, added perspective text, tweaked lighting to look like a 'projection'

Bethany Trust

Print brochure

[View case study online](#)

Overview:

The renowned homeless support charity approached to my put together an atypical annual report, focusing less on finances and more on human interest stories.

Results:

In addition to providing the print artwork, I also provided an interactive PDF for digital and social media graphics for each story.



Edinburgh Gin

Print projects

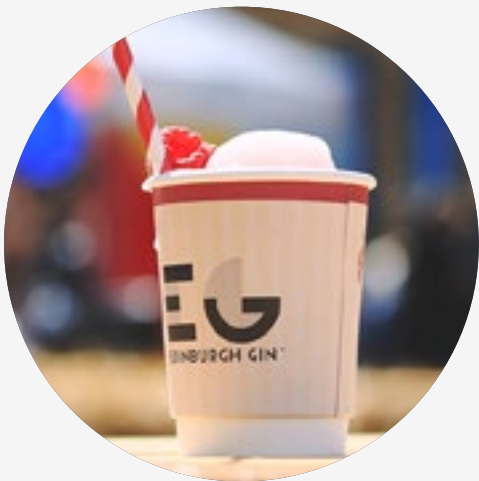
[View case study online](#)

Overview:

Highlights include magazine ads, print leaflets, event collateral, POS displays, event stands and packaging updates for Edinburgh Gin.

Results:

- POS displays (i.e. World Duty Free in Edinburgh Airport)
- Contributed to a successful John Lewis multipack pitch.
- Various festival support pieces (Art of the Cocktail; EdFringe)



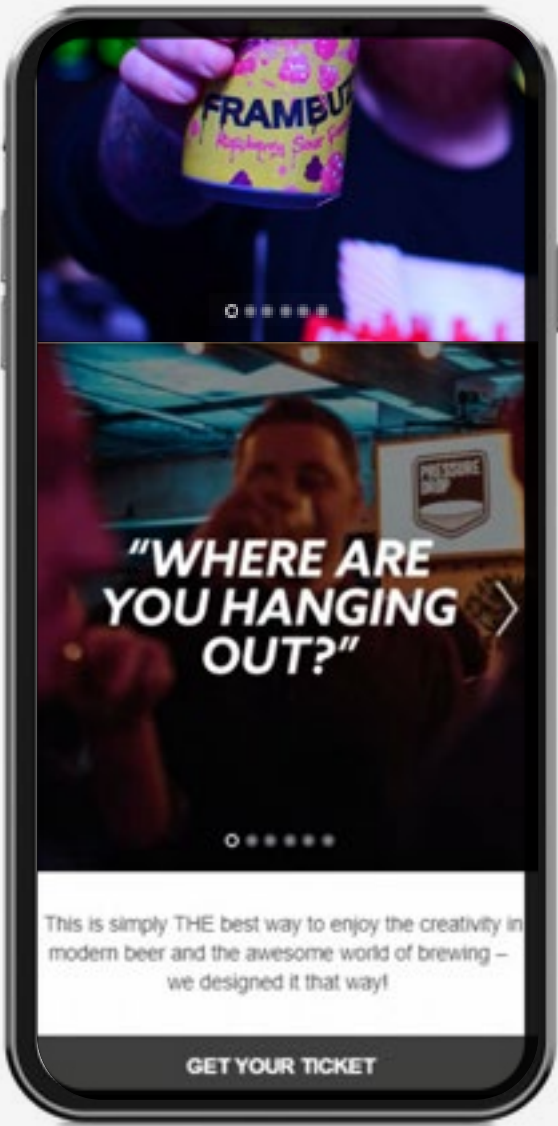
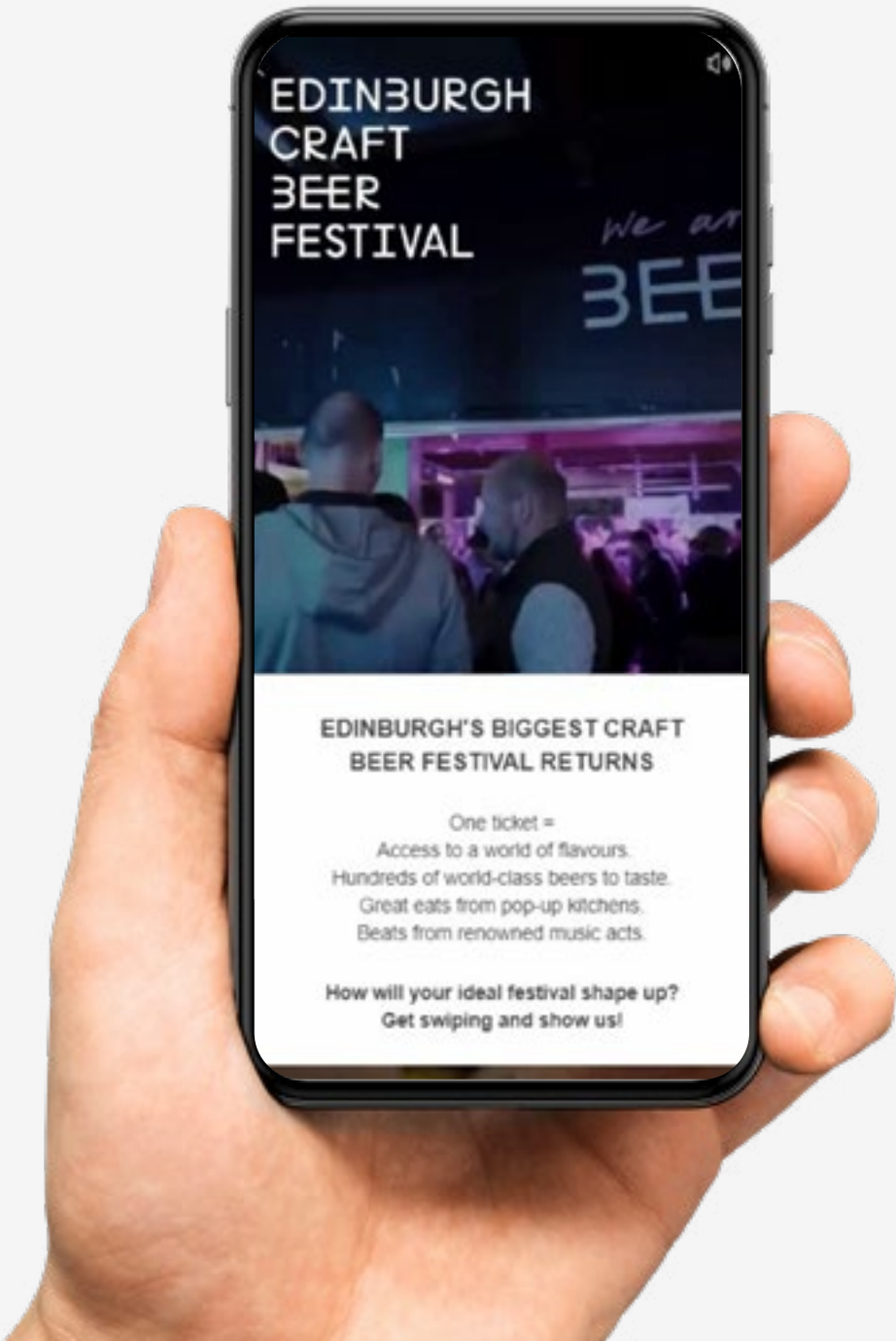
Craft Beer Festival Instant Experience Ad

Overview:

Having edited the hero video and designed the flow on Photoshop, I built an interactive, geo-targeted ad on Facebook Creative Hub to “build your own event”.

Results:

- 3x variations for Edinburgh, London & Bristol.
- Ad contained hero video plus 3 carousels.
- Tickets sold out (looks like the ads did well).



▲ Interactive carousels to “build your own” festival

Bitrex

Direct mailer

Overview:

Bitrex is a bittering agent found in potentially hazardous products in 60+ countries. This mailer contained their ‘Taste Test’ and a brand explainer, and was sent during the #KidsCanBe campaign.

Results:

- 12.5% conversion rate on sign-up page for mailer.
- Re-skinned for a Duracell collaboration in 2021.
- Re-skinned again for B2B engagement.



▲ Bitrex skinned version

▲ Duracell skinned version

Front-end design

Web & Email

No stranger to content optimisation or a hefty Basecamp project, I'm experienced with web and email builds.

Sometimes I've worked with developers, other times it has been on 'visual builders' like Elementor or Squarespace.

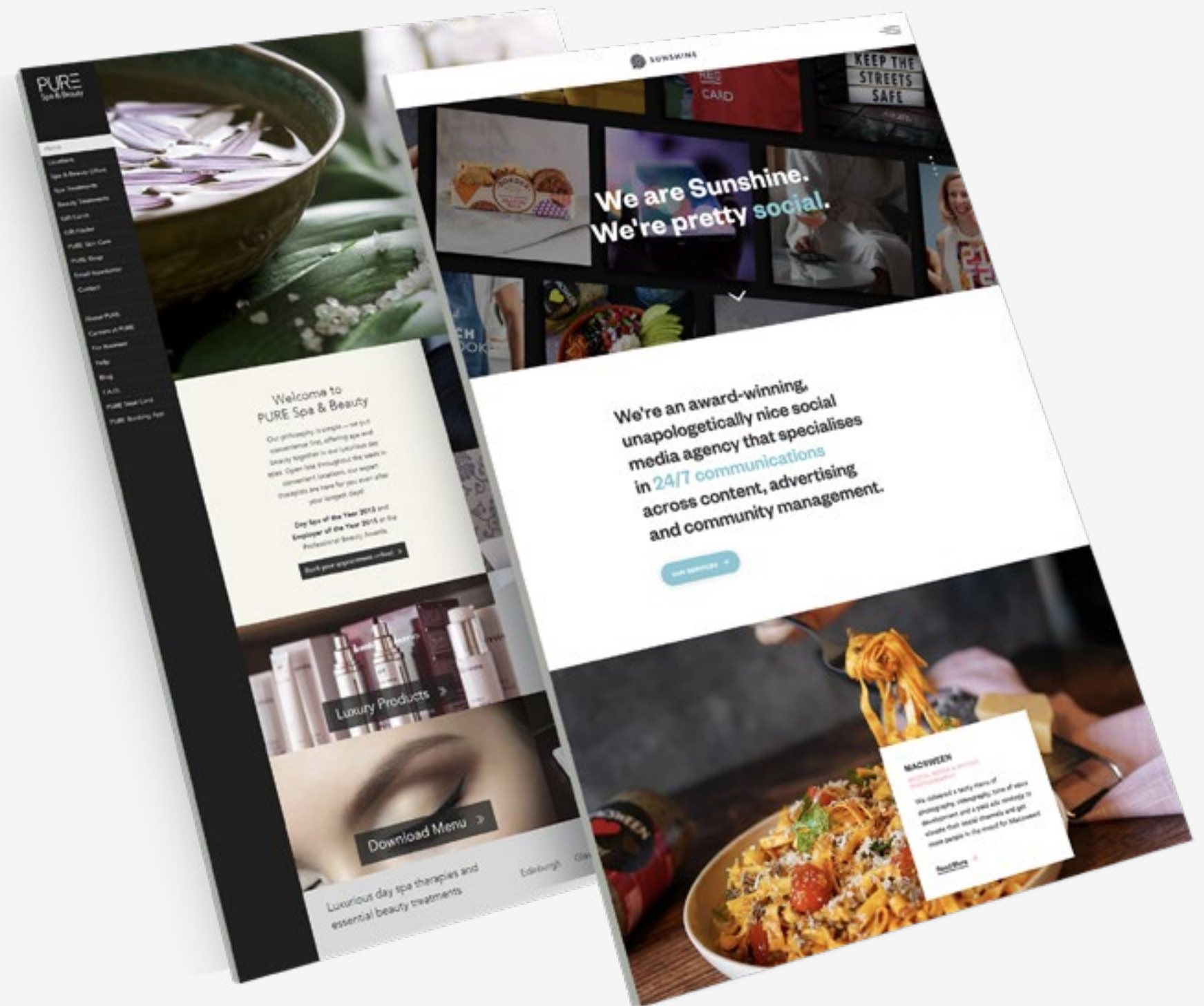
I'm most experienced in content population, front-end design and project management.

Web projects include

- My own website – have a look! (Elementor)
- Sunshine Communications (Craft CMS)
- PURE Spa & Beauty (Bespoke CMS)
- Brighter Consultants (Wix)

Email projects include

- Scotch Beef & Lamb template (Mailchimp)
- Edinburgh Gin template (Ditto)
- Bitrex template (Ditto)



Production

PHOTO & VIDEO • EDITING • DIRECTION



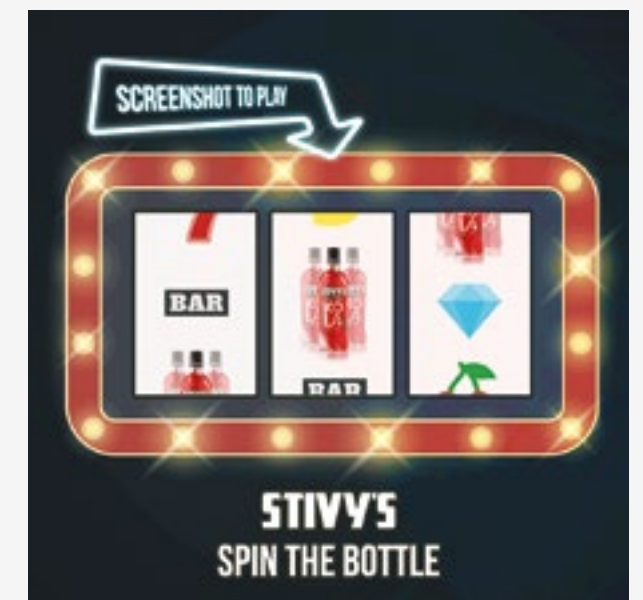
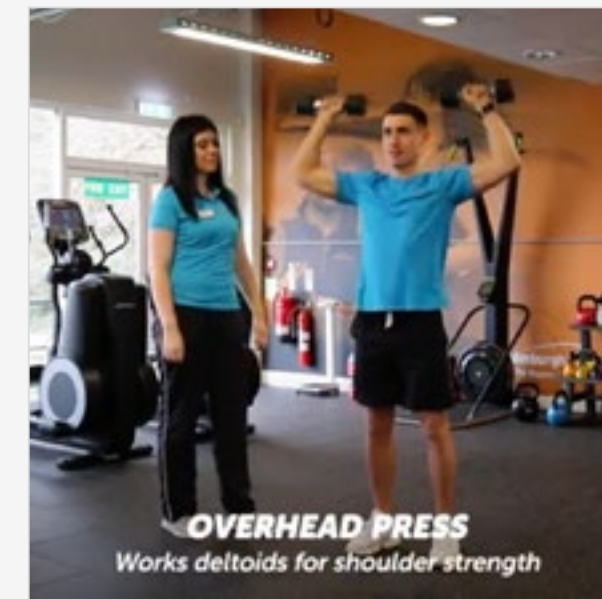
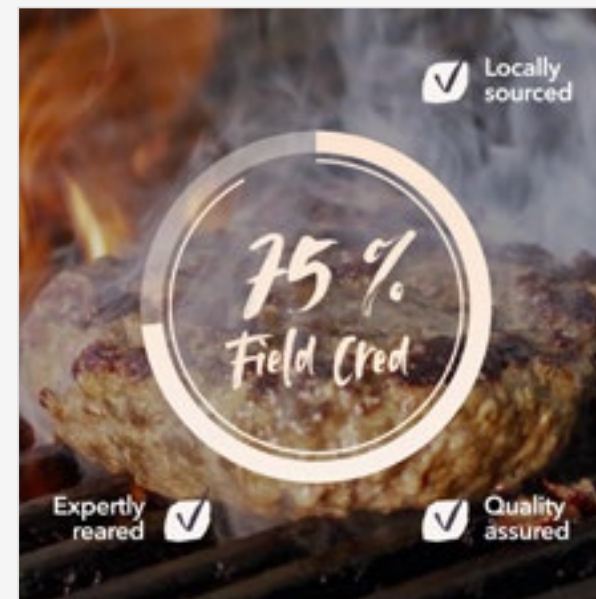
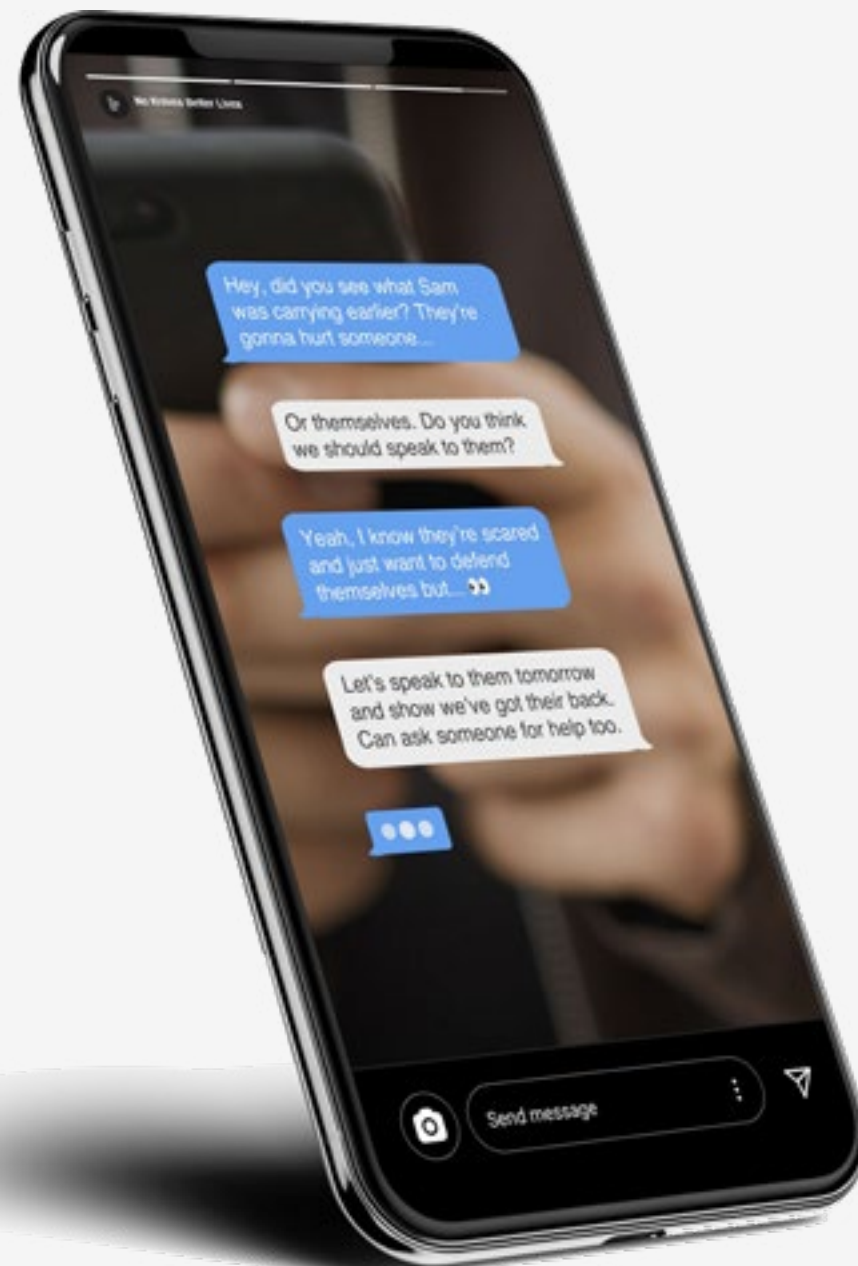
Motion graphics for social media

Overview:

Whether it's impactful Instagram Stories, artful motion graphics to showcase products, gameification or simply typography, I'm experienced in creating social vids that truly perform.

Results:

- Videos were frequently 'top performing' on clients.
- Experienced in scaling towards time/budget.
- Accustomed to "asset only" edits or sourcing on-brand stock footage to reduce costs.



Edinburgh Airport

Brand video

[View case study online](#)

Overview:

Working with a videographer, I storyboarded and facilitated 12 short interviews, including on-site background scouting. As the editor, I sequenced and colour graded the footage, with minor audio engineering (noise reduction, equalisation)

Results:

- A 2 minute, 30 second film.
- Used internally for inducting staff.
- Supplied stills from the footage, for use on social media and internal comms.



Edinburgh Leisure Campaign video

View case study online

Overview:

Filmed by Story and Sarah Lauder Productions, I edited the video footage for Find Your Feel Good – a digital and print campaign aiming to increase endorphins.

Results:

- 4x formats (1:1, 4:5, 16:9 and 9:16)
- Key visual to solidify new brand positioning.
- Contributed to +25% social reach vs. KPI



Before



After



▲ Sequenced footage > Colour correction > Keying > Design > Magic

The Dungeons

Live social coverage

[View case study online](#)

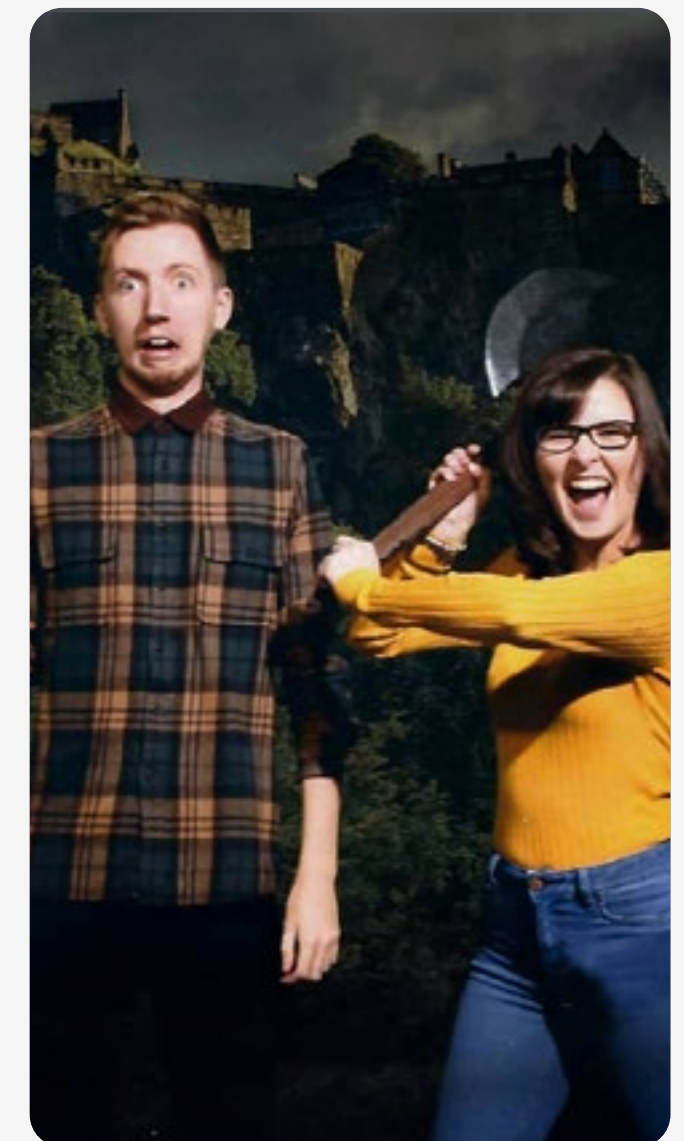
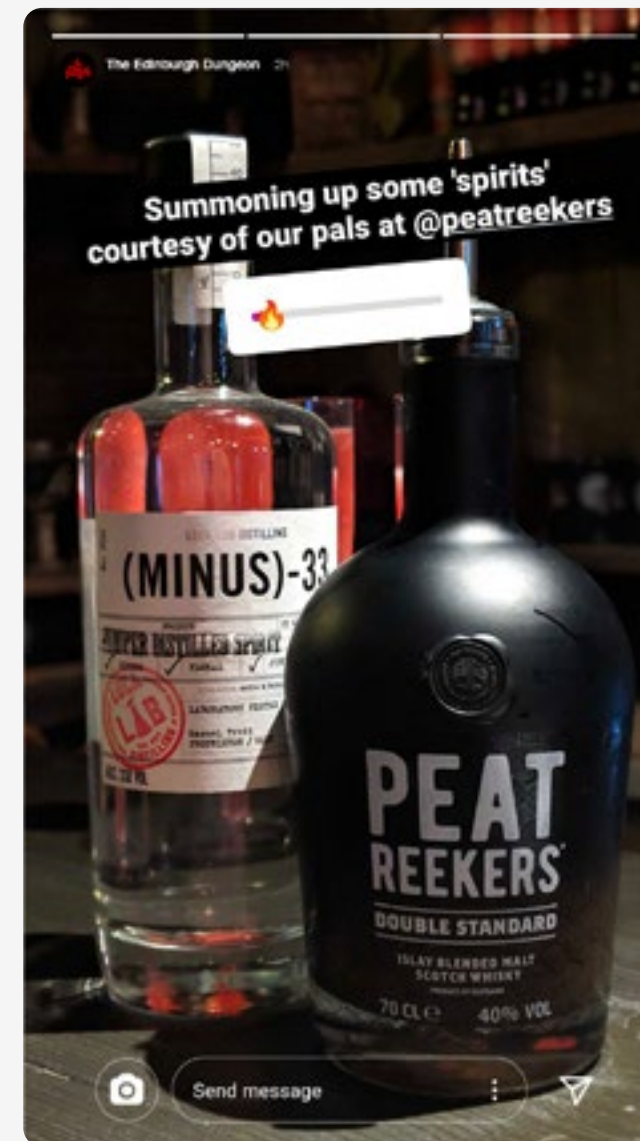
Overview:

Live activation event for the Edinburgh Dungeon, shooting, captioning and posting in real-time.

Thumbs so fast, they couldn't chop them off.

Results:

- Event kicked-off new social strategy that increased engagements from 54 to 1,280 in first month.
- Contributed to +5.4% extra Insta followers.



Scotch Beef & Lamb

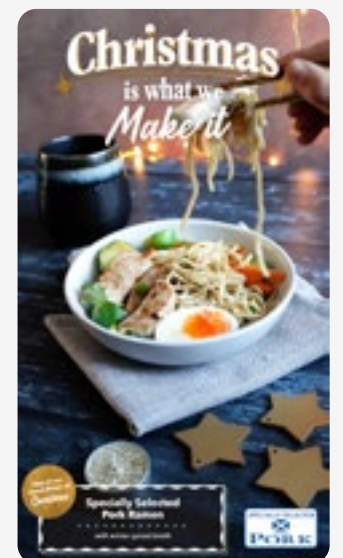
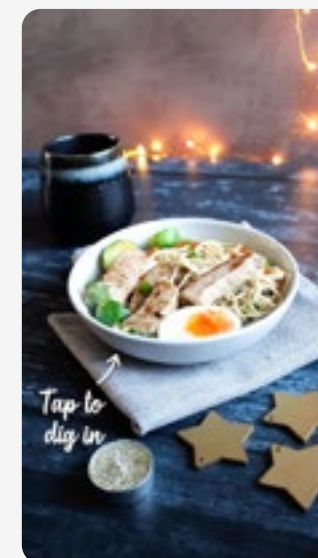
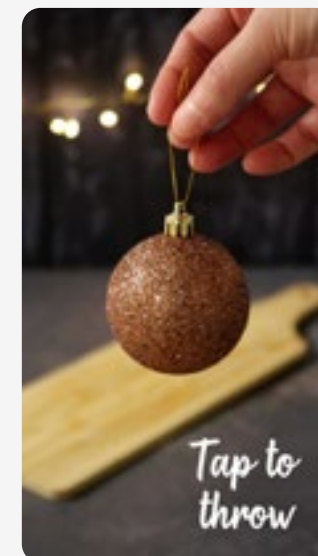
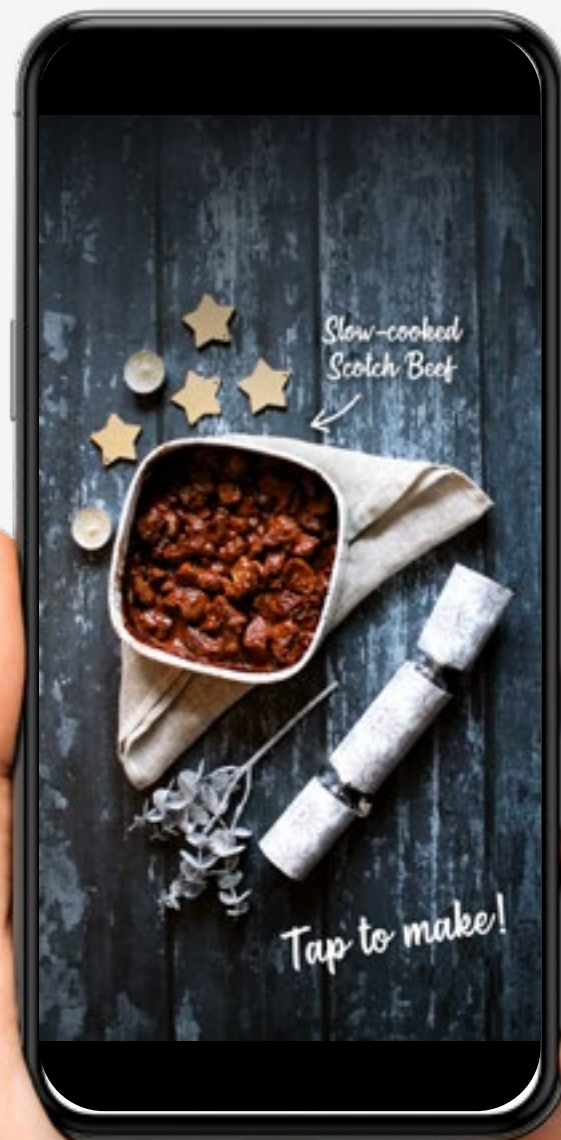
Social video shoot

Overview:

I storyboarded, styled and shot a series of food recipes for paid social. The three styles were step-by-steps, neverending loops plus a 'tap to throw' bauble explosion.

Results:

- 9x immersive photo/video series.
- Top performers in monthly social content.
- Total campaign reached over 5 million people.



Recast

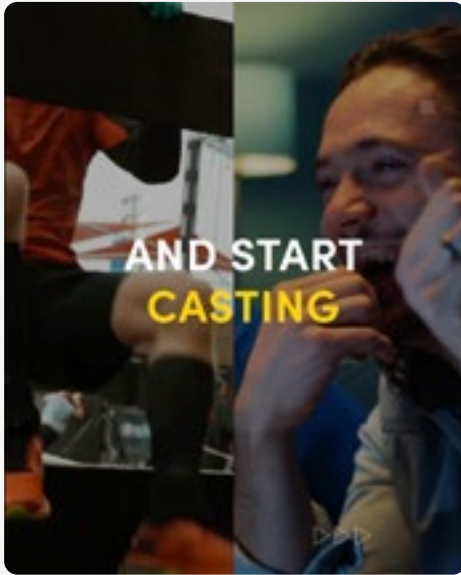
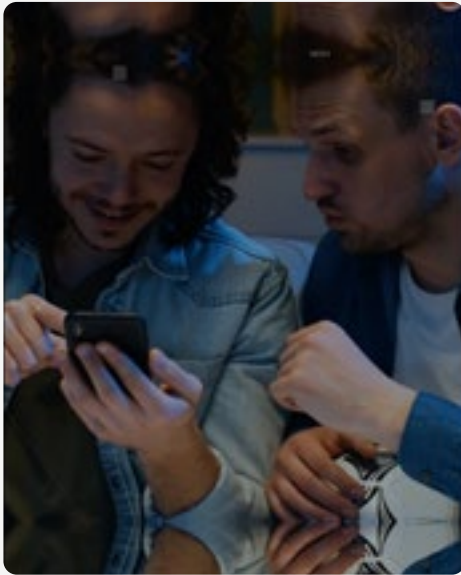
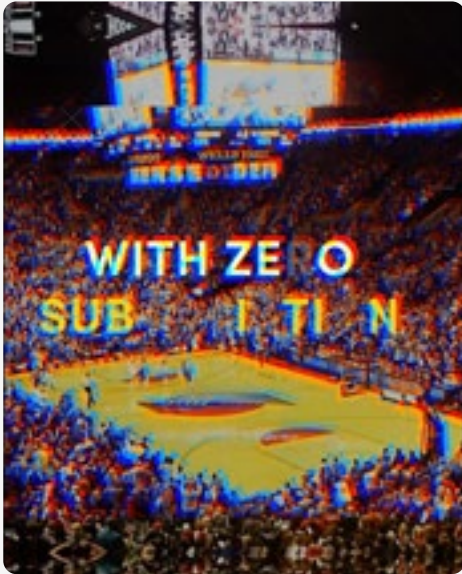
Launch video

Overview:

A heavy “glitch style” video with motion graphics, this aimed to educate and convert fans to the sports broadcasting app, Recast. It was used as 4:5 and 9:16 content for posts & ads.

Results:

- Used as the launch video for social strategy.
- Contributed to 1.1m reach in 3 months.
- Low cost-per-click when used on TikTok.



Harviestoun Brewery

Product shots & edits

[View case study online](#)

Overview:

The client required some last minute product photography and cutouts for a series of new product listings for eCommerce ads.

Results:

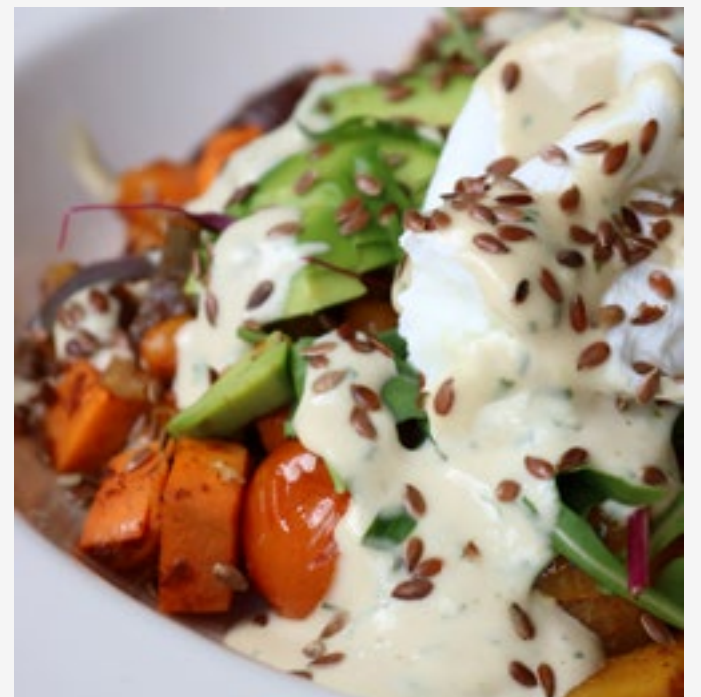
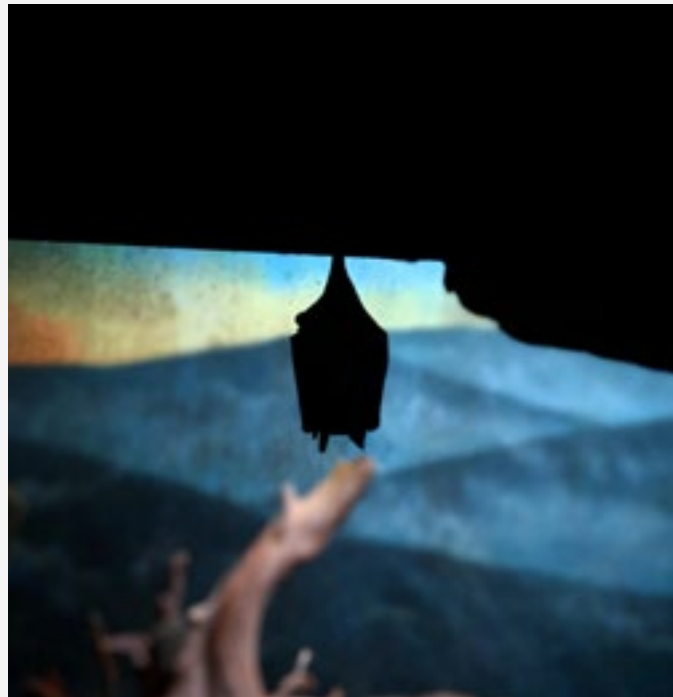
- 36x lightbox photos provided.
- Retouched, edited and positions standardised.
- Crisp, transparent cut-outs supplied.



Photography

Various

Overview: Various shots for food & drink clients, plus gig photography and a few personal favourites. I tend to like high contrast imagery (and the odd selfie, shh).





Copywriting

CONTENT • EMAIL • WEB



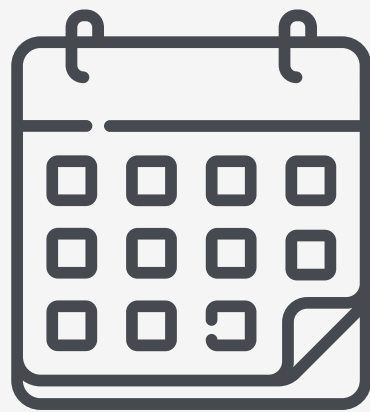
Copywriting for content
Shown as numbers, ironically

Note: The numbers based on projects where I was the sole copywriter, calculated by totalling up all previous experiences. We love maths.



1K+

social posts



200+

months of content



95+

email newsletters



21+

brand voices

When In Rome

Social copywriting

View case study online

Overview:

Combining copy with design, I worked on WIR’s social content, aiming to convey a witty TOV that rallied the audience to join the #BoxWineRevolution.

Results:

- 71% follower growth in 3 months.
- High avg. engagement of 3.5%
- Cost-effective ads at 0.2p CPC.



The Dungeons

Social copy / comms

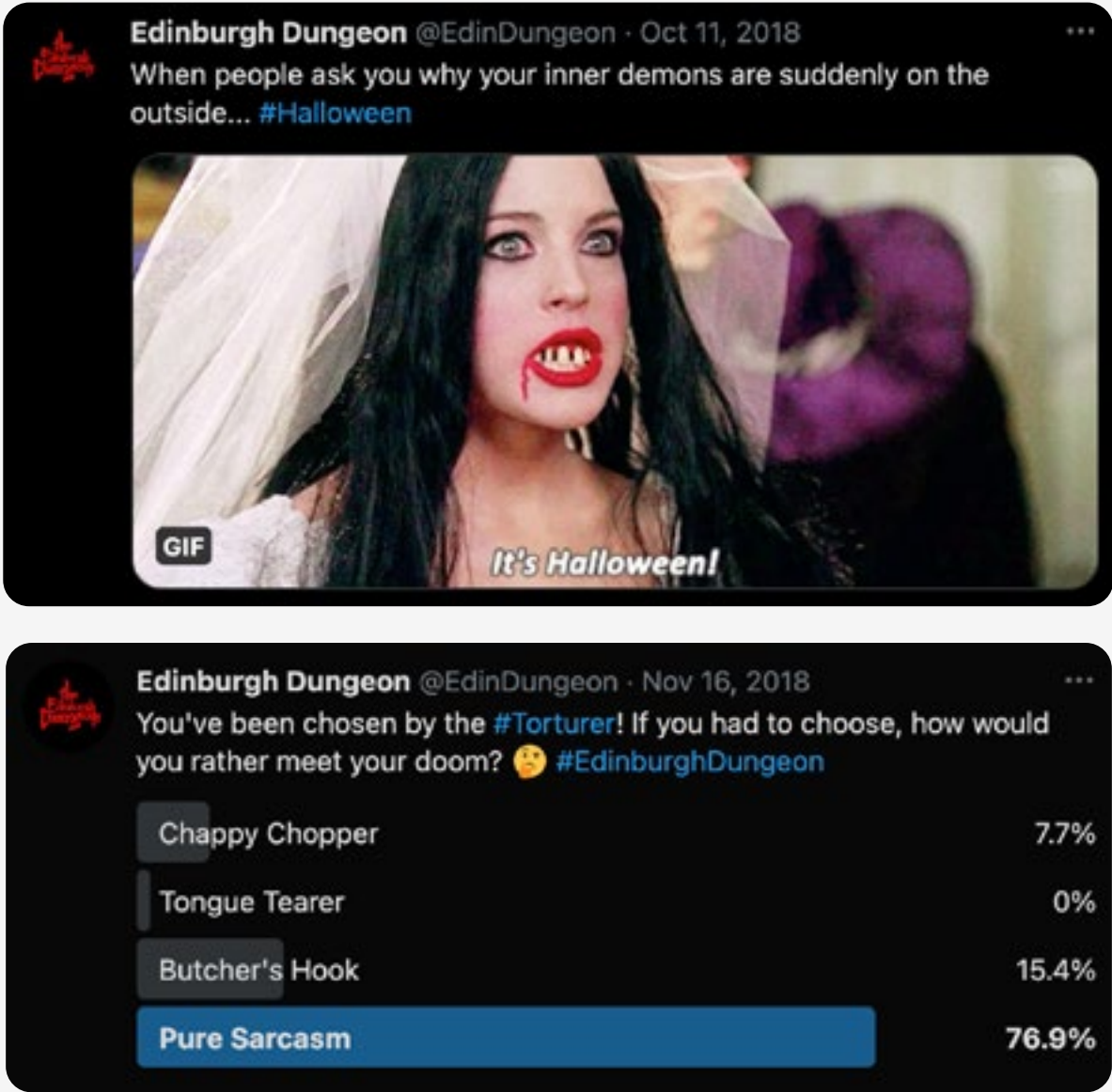
View case study online

Overview:

I was thrilled to be the voice of the Edinburgh Dungeon for spooky social posts and “tactfully insulting” community management.

Results:

- +99.2% followers in first month
- 3% avg. engagement rate on popular posts
- Over 1 million people reached in 3 months



Channel 4

B2B social copy

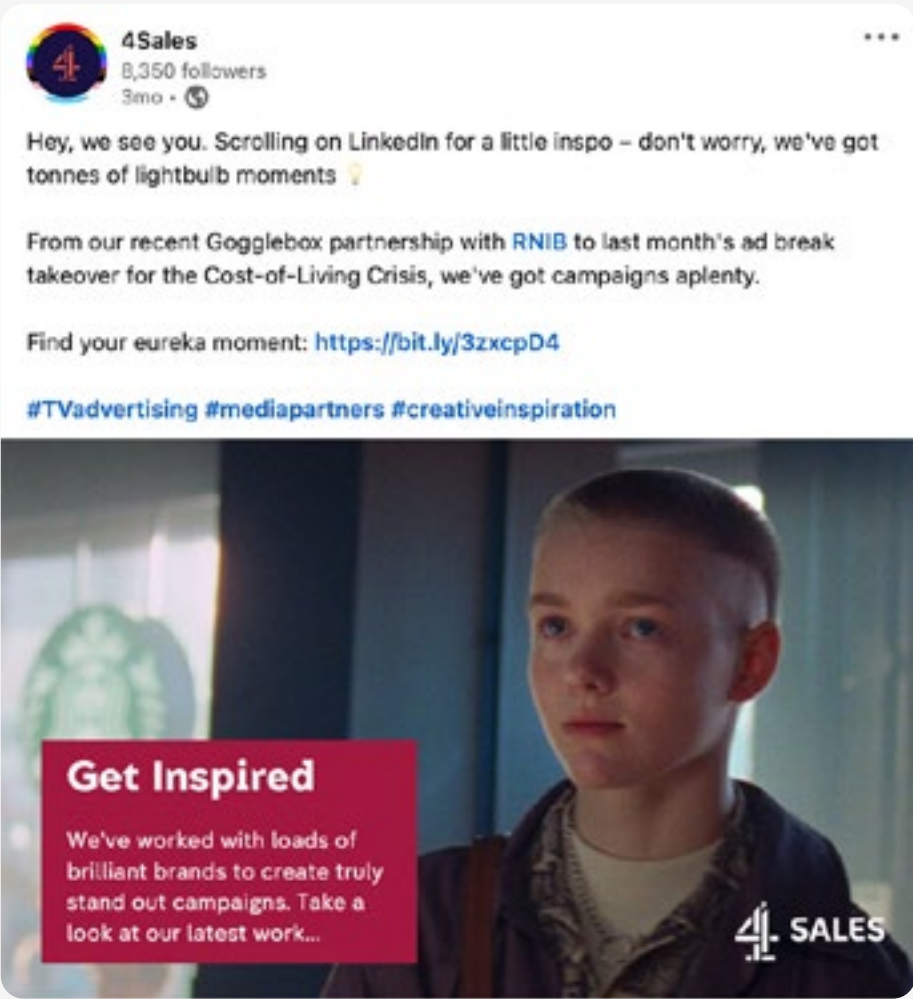
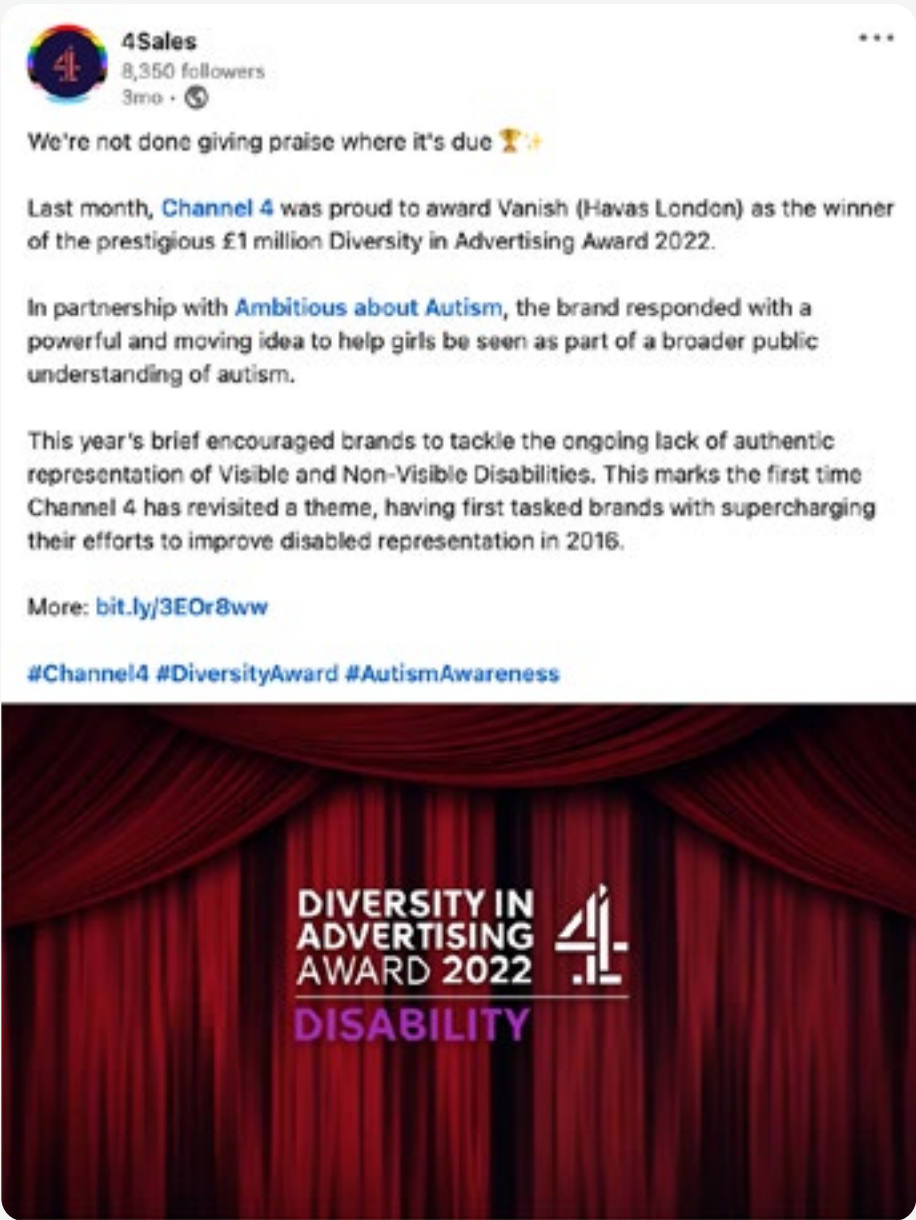
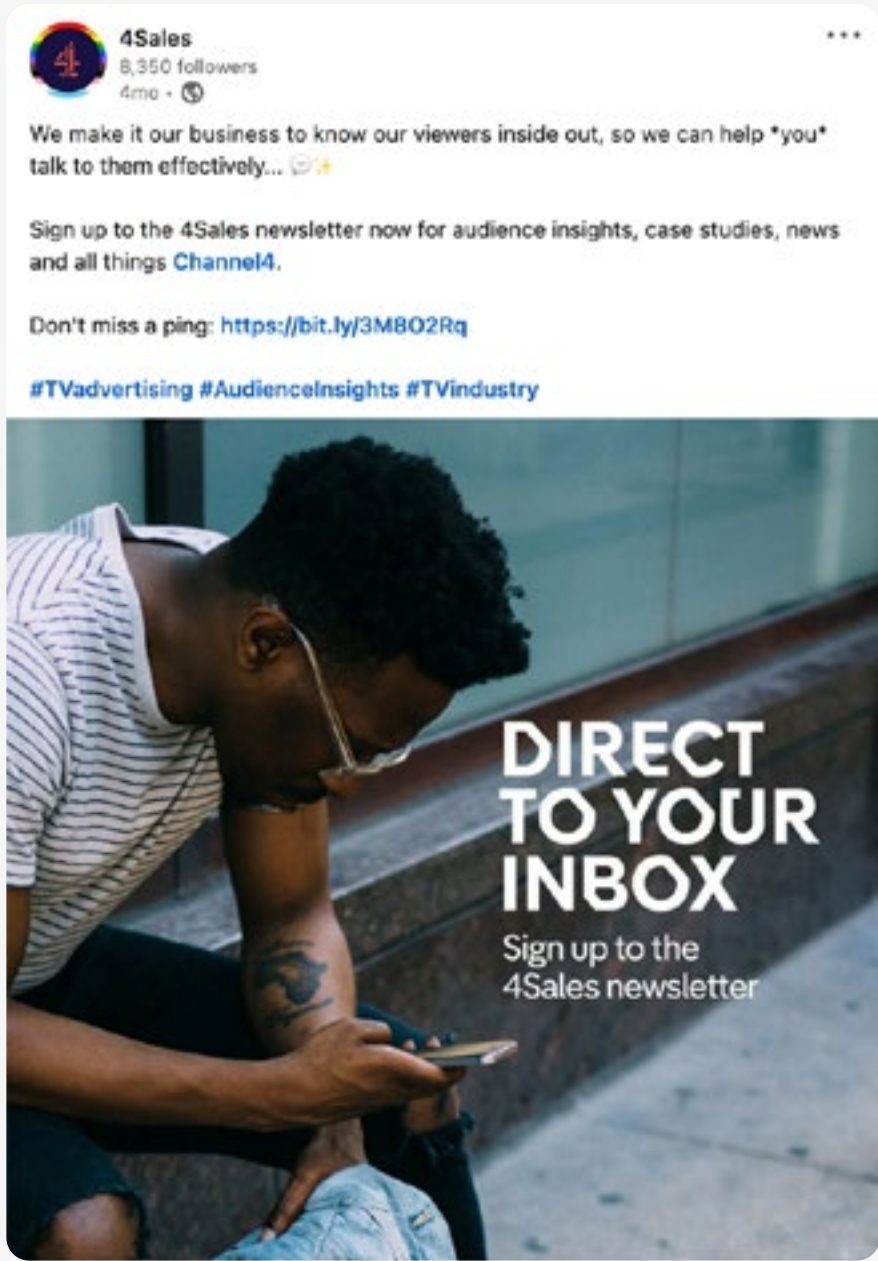
View case study online

Overview:

4Sales is a division of Channel 4 dedicated to keeping the television and advertising industry on top of audience trends and programmes. I happened to guest-star on their Linkedin copy...

Results:

- +1.2K followers in 6 months.
- 1.2% avg. engagement rate
- Avg. 35K post impressions per month.



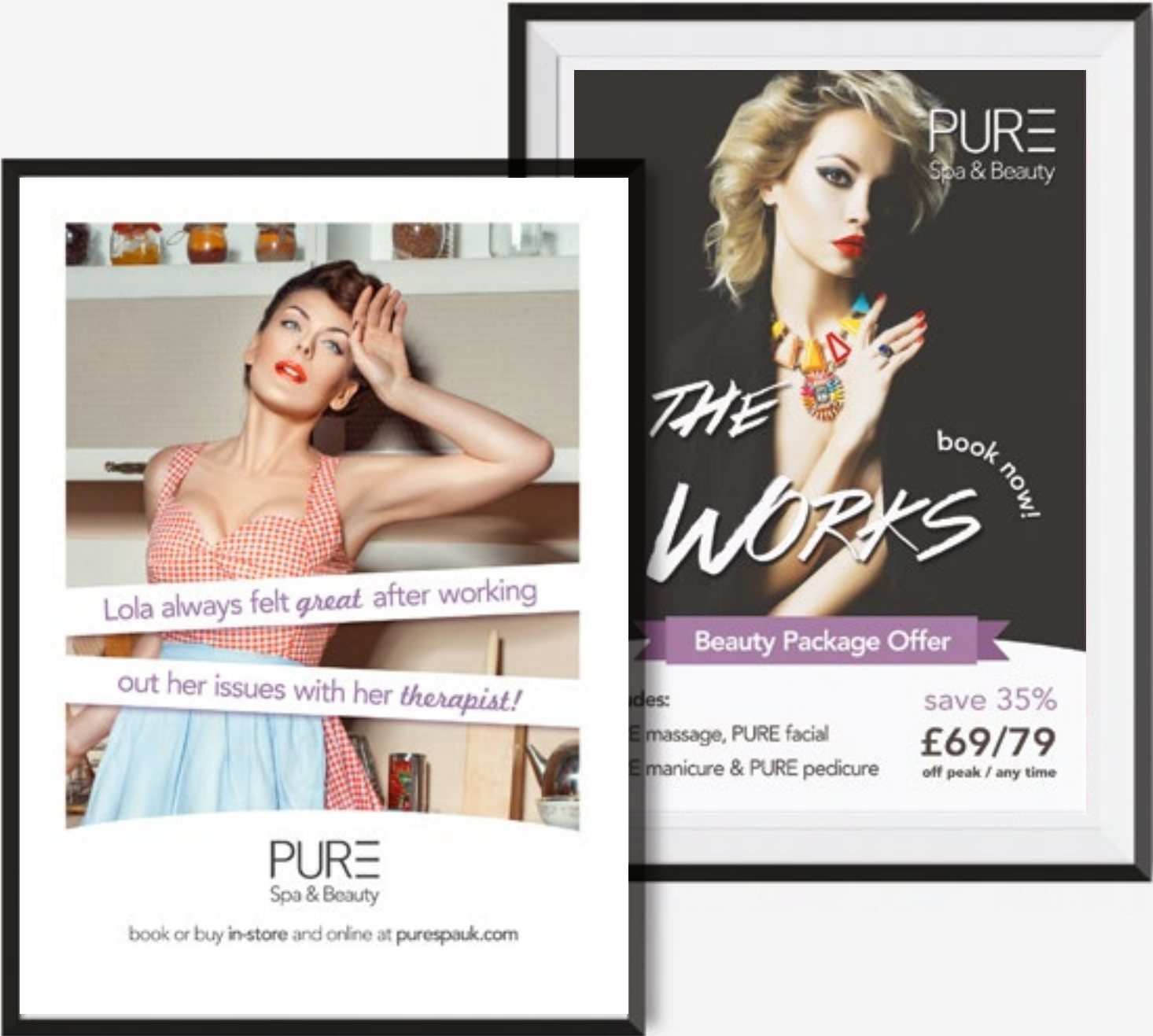
PURE Direct sales

Overview:

Working in-house,, I wrote and designed all content for marketing.
Outside of its place in visuals, copy had to balance direct CTAs with
humour across online/offline media and daily social comms.

Results:

- Developed a humourous tone for no-pressure sales CTAs.
- Hit my £350K eCommerce target via social/email.
- Rolled out 16+ seasonal campaigns, online and in-store.



Make It Scotch




Email newsletters

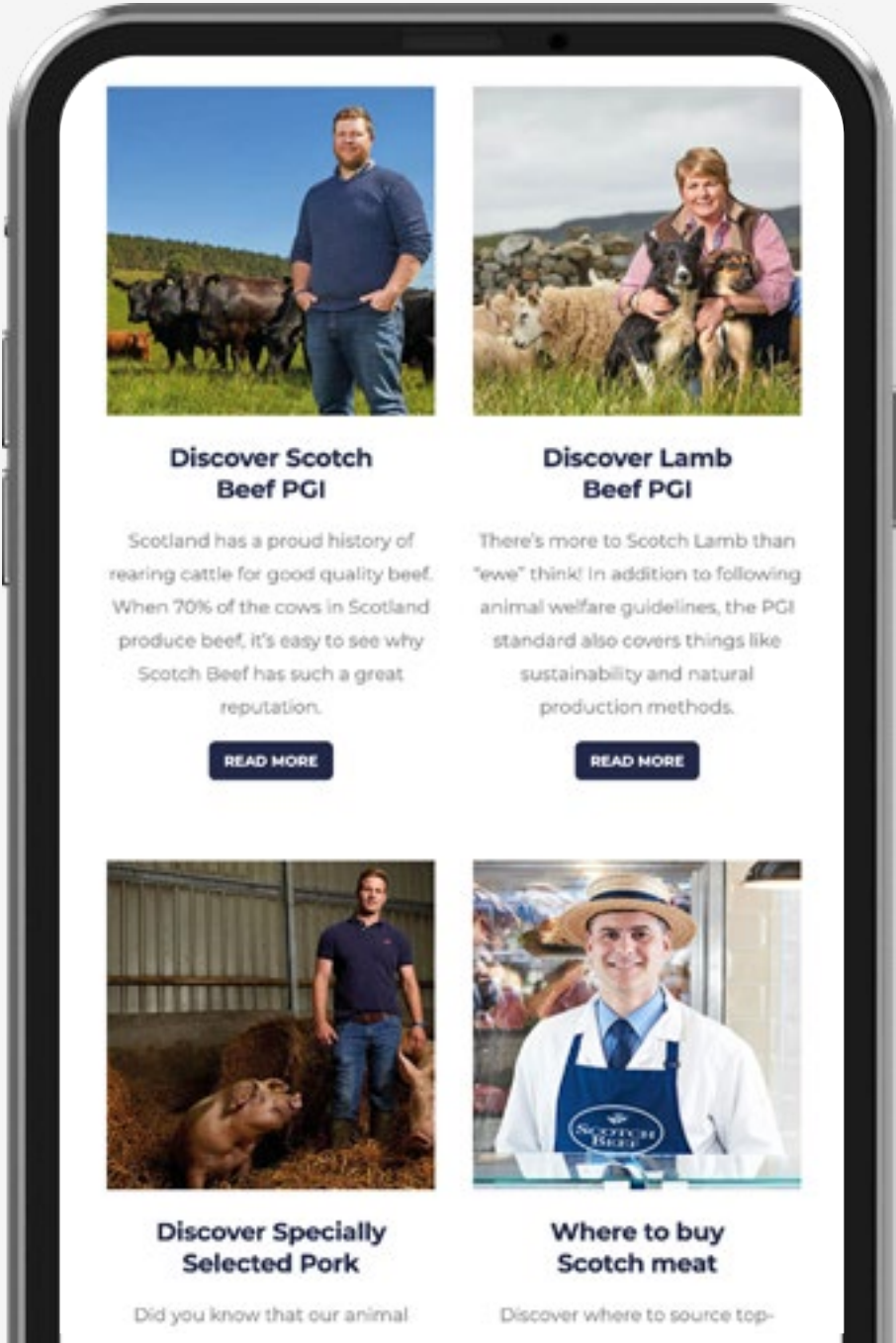
Overview:

Email content for the Scotch Kitchen (Quality Meat Scotland) community, including newsletters, automations & landing pages.

Results:

- Total database of 55,000+ (Feb 2021)
- Ave. 18% open rate, 1.5% CTR.
- High engagement in welcome series (see below)

	1. Welcome Email #1 Immediately after subscribed contacts join or are imported to your audience View subscribers in queue	57.1% Opens	12.1% Clicks
	2. Welcome Email #2 1 day after subscribers are sent previous email View subscribers in queue	45.2% Opens	7.9% Clicks
	3. Welcome Email #3 2 days after subscribers are sent previous email View subscribers in queue	42.2% Opens	4.3% Clicks



Lloyd's Register

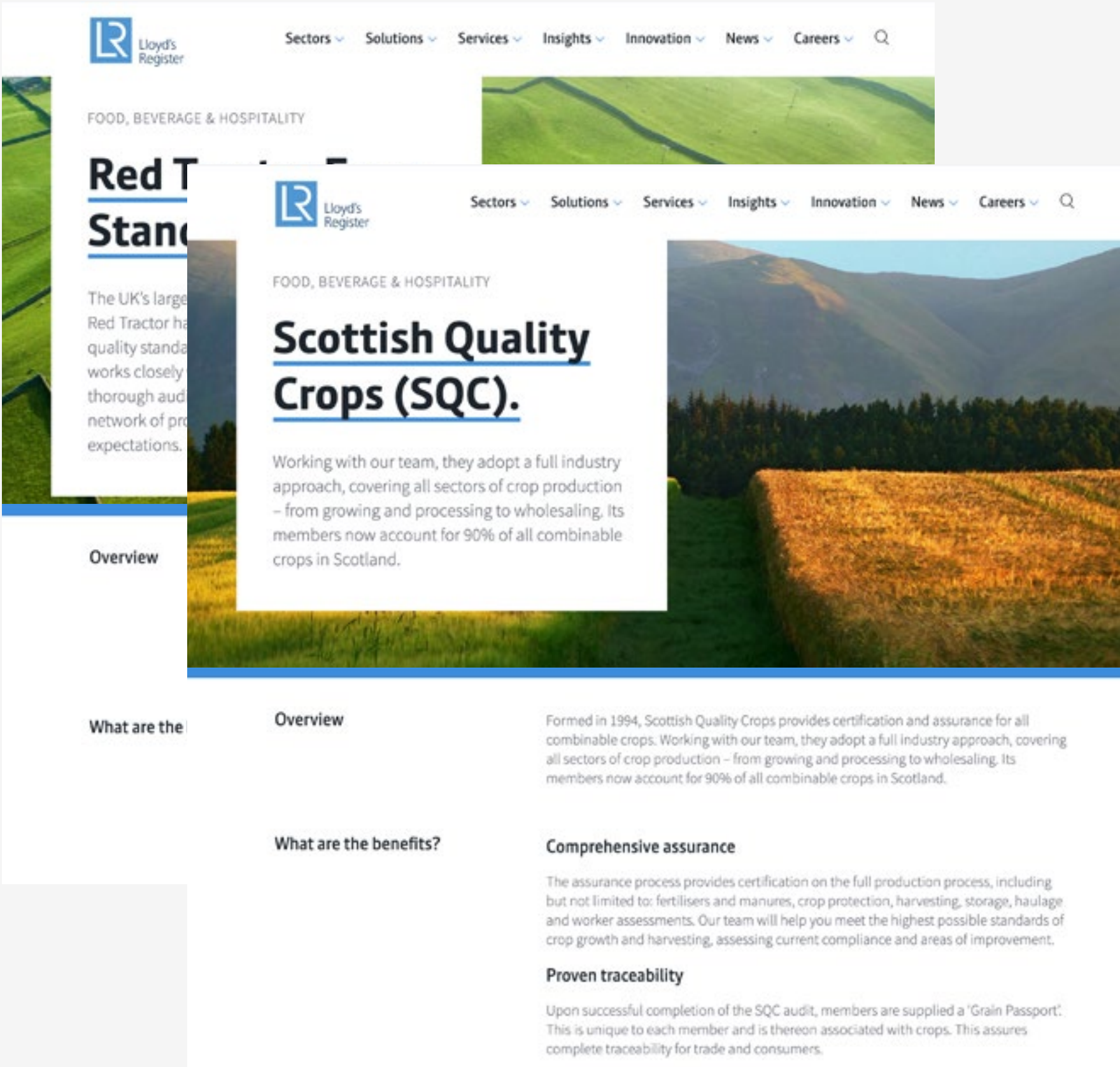
Web & SEO

Overview:

Lloyd's Register is a global assurance and certification board, specialising in environmental sustainability. I was tasked with writing copy for their new website – with an aim to keep it engaging (despite the subject matter!)

Results:

- 18 sections of the website.
- SEO-friendly copy, turning 10K words into digestible and concise sections.
- Pages are amongst the most popular within the Certifications section of the website.



Strategic writing

Pitches, strategies etc.

Overview:

Combining succinct yet engaging copywriting with layout design, I am experienced in being “the master of decks” – underpinned by a solid understanding of content strategy and evaluating pitch criteria.

Results:

- Successful history of pitching for private companies and public tenders.
- Experienced in visualising complex data or creating indicative scamps on a tight turnaround.
- Accustomed to leading pitch teams, directing on copy, design, production and collaborating on paid media.
- Confident in presenting as part of pitch team.

SECTION A: RESPONSE TO THE BRIEF

Email newsletter

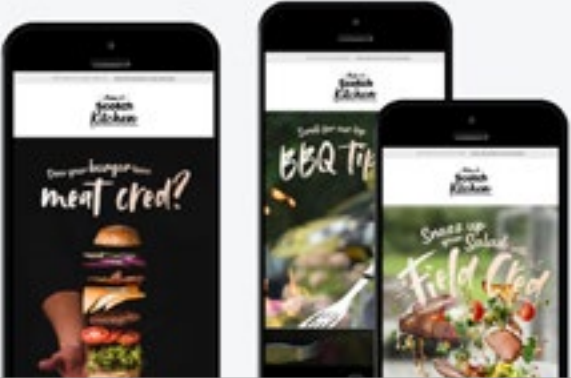
A more digestible strategy

Building upon the current successes of the SOK strong database, we recommend streamlining the content – make them shorter, with a single focus to remove the chance of CTAs competing with one another.

Current strategy: <ul style="list-style-type: none">• Frequency Once per month• Content Multiple themes, longer form• Info distribution Many CTAs, scrolling required to find actions	Proposed strategy: <ul style="list-style-type: none">• Frequency 2-3 per month• Content Single theme or one CTA• Info distribution Actions up front, straight to the point
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Historically, single-focus emails have performed best (series achieves 49.7% open rate and 8.8% click).

Following suit, we would hope to grow the avg. CTR to 2% and the open-rate from an average of 16% to over



SECTION A: RESPONSE TO THE BRIEF


Video production

A two-pronged approach


As part of this refined strategy, we recommend splitting your video offering into 'inspirational' and 'relatable' content – matching what your various audiences enjoy on each platform. Quick engagement pieces will fall into the latter, with higher value works scoped as projects.

- **Algorithm-friendly:** video content is prioritised.
- **Agile approach:** based on learnings and trends.
- **Expert team:** experienced in shoots, styling, cooking.
- **In-house studio:** keeping costs down.

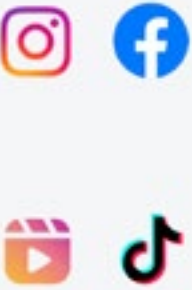
In-house studio production



Aspirational



Strategic placements



SECTION A: RESPONSE TO THE BRIEF

Content strategy

Reflecting the consumer journey

Reflecting the 5-stage consumer journey, we recommend dividing your messages into "content pillars". This ensures a strategic divide for your social media calendar, cycling through each or dedicating full weeks to specific focus areas. Adopting a "less is more" approach to posts allows for better ROI on media spend.

Make it with Field Cred

Field Cred (Scotch Difference)

- Show consumers the sustainable values of the brand.
- Focus on PGI assurances and approved statements.
- Encourage shop local mentality via Scotch Butchers.
- Exhibit the wider chain i.e. Scotch Chef Club.

Make it with Cred

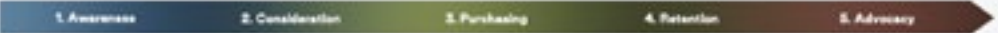
Make it with Cred (Quality)

- Have consumers can interact with the brand.
- Why the values justify purchasing decisions.
- Inspiration for the modern flexitarian.
- Recipes, health messaging, leftovers.

Make it with Seasonal Cred

Seasonal Cred (Lifestyle)

- How the brand fits into wider lifestyles.
- Reacting to culture, seasonal changes.
- Content associated with Scotland.
- A place for humorous tone-of-voice to shine.



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