



Chris Melvin

CONTENT CREATOR, DO-GOODER, CHATTY MAN

A self-described "Frankenstein" creative, I bring work to life by stitching together design and production with writing and digital know-how. Known for my speed and seeing projects from A to Z, I'm proud to be known as a one-stop shop and creative do-gooder.

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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

EDUCATION & TRAINING

1st Class BA (Hons.) Journalism
Edinburgh Napier University 2013

DSLR & Food Styling Workshop
Stills Photography 2015

Leadership Strategy Coaching
Jo Henwood, The Mind Filter 2020

EXPERTISE

Design, video editing, image retouching, copywriting, art direction, studio photography, social media advertising, email marketing, basic HTML/CSS, project management



INDUSTRY

The Marketing Society Scotland Member (2020–Present)
Edinburgh Napier Mentor & Speaker (2019–Present)

KEY CLIENTS

Edinburgh Gin, CBBC, Channel 4, The Dungeons, No Knives Better Lives, Scotch Beef & Lamb, Edinburgh Airport, London Craft Beer Festival, Doctify, McIntosh Foods, Tennents, Worldwide Cancer Research & more

EXPERIENCE

- Present** **Creative & Content Director – FREELANCE**
Cost-effective and speedy, I bring projects to life by combining art direction with witty wordplay and strategic thinking. Paired with project management experience, I take pride in amplifying brands across different media.
- 2022 – 2023** **Head of Digital Advertising – DIGITALOFT**
Provided creative and operational direction, overseeing copy, design & video for social, PPC and web content. I also supported agency growth and integration with the SEO and Digital PR departments. Frequently client-facing.
- 2020 – 2022** **Creative Lead – SUNSHINE**
Lead creative at a 'social first' content agency, overseeing visual content, copywriting and processes. Managing the creatives, I balanced direction with execution, new business acquisition and overall agency operations.
- 2017 – 2020** **Senior Creative – SUNSHINE**
As above, but earlier.
- 2015 – 2017** **Designer & Content Producer – LUX**
Primarily focused on design and multimedia production, my portfolio of projects including social content, print and packaging jobs, front-end visuals for web and email.
- 2013 – 2015** **Creative Marketing Executive – PURE**
In-house content creator and social media manager, responsible for eCommerce while driving footfall to physical locations. Included design, copy, SEO and paid media strategy.
- Prior** **PR & Media Placements**
The Herald (2012), The Skinny (2012)
Capital Theatres (2011), News International (2011)