



Chris Melvin-King

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

Journalism University Medal

Edinburgh Napier 2013

Recent client awards include

Shelter Scotland (Gold x2), Bank of Scotland (Gold)

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, content shoots, accessibility, advertising, email marketing, basic HTML/CSS, project management, strategy



MENTORING

Edinburgh College, Design Mentor (2024-Present)

Edinburgh Napier, Advertising Mentor (2019-Present)

PAST CLIENTS

Edinburgh Gin, CBBC, Channel 4, The Dungeons, No Knives Better Lives, Scotch Beef & Lamb, SkyScanner, Shelter Scotland, ScottishPower, Bank of Scotland, Techscaler, Worldwide Cancer Research & more

EXPERIENCE

Present

Content & Art Director – FREELANCE

Cost-effective and speedy, I bring projects to life by combining art direction with witty wordplay and strategic thinking. Backed by strong project management, I offer flexible, fractional marketing support for businesses and agencies.

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)