



**CHRIS MELVIN-KING**  
AWARD-WINNING CONTENT

**2026**

# Hey, I'm Chris

## Creative do-gooder by trade

A self-described “Frankenstein” creative, I bring work to life by stitching together **design, production** and **copywriting** – underpinned by a solid understanding of **content strategy**.

Based in Edinburgh, I have almost a **decade of experience**, with past roles such as Head of Advertising and Creative Lead. Known for **seeing projects from A-Z**, I'm proud to have worked on top household brands.

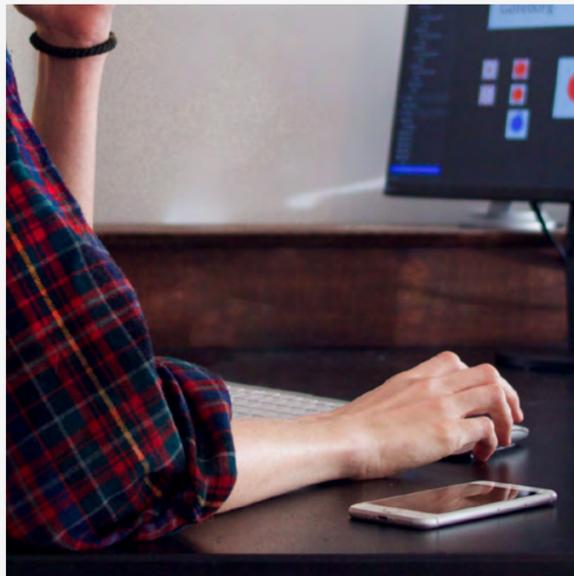
If you're reading this, we've swapped stories or are hopefully just about to! In the meantime, let's dive in...

[🔗 chrismelvin.co.uk](https://chrismelvin.co.uk)    [✉️ hello@chrismelvin.co.uk](mailto:hello@chrismelvin.co.uk)



# Skills and services

Quite the Frankenstein tbh

[Full services page](#)[Download CV](#)

## Art Direction

- Multimedia 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

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



## Strategy

- Workshops
- Advertising strategy
- Campaign development
- Pitches & proposals
- Creative operations
- 1:1 Training

# Brand experience

From ambitious start-ups to household names



## 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 (2x Gold), Bank of Scotland (2x Gold)

## Industry

- **Event speaker** (e.g. CURIO, Marketing Society, TED Circles)
- **Edinburgh College, design mentor** (2024-present)
- **Edinburgh Napier, advertising mentor** (2018-present)
- **The Marketing Society Scotland member** (on/off)
- **Writer's Guild of Britain** (2015-2016)





# Case studies

ART DIRECTION • PRODUCTION • COPY • STRATEGY





**Client:** Lloyds Banking Group (via Union Direct)

**Services:** Art direction, Production, Copywriting

**Project date:** 2023-2024

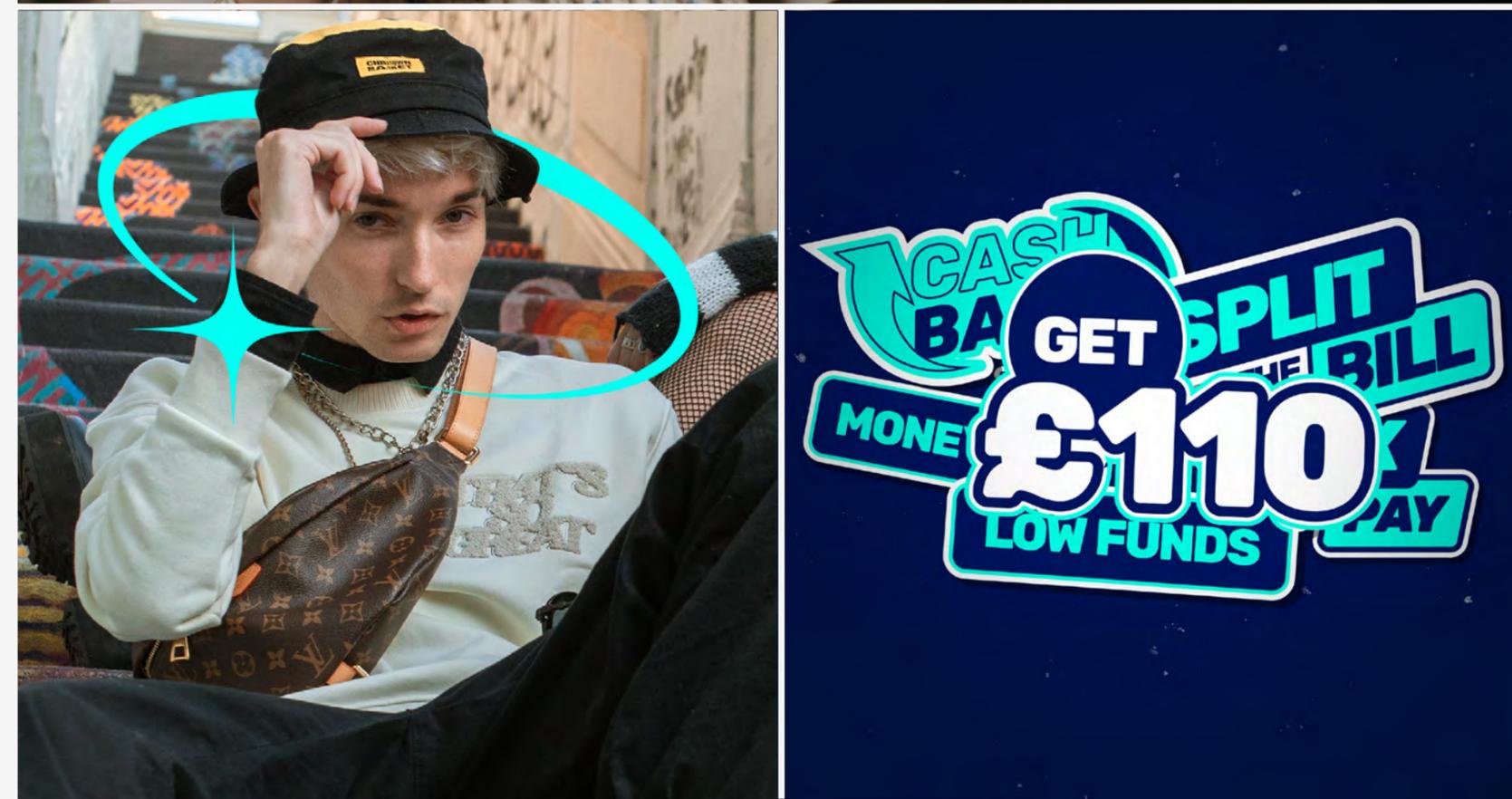
**Empowering an apathetic Gen-Z to BOSS their banking.**

Working with long-time partners at Union Direct, I was asked to develop the initial art direction and ads strategy for the 'Be that BOSS' campaign. With a focus on newer platforms, we created TikTok-friendly characters, stickers and refreshed brand ID.

**Multiple award wins**

**1M users reached, +31% impressions**

**+14% student accounts opened**





**Client:** Shelter Scotland (via Shape History)

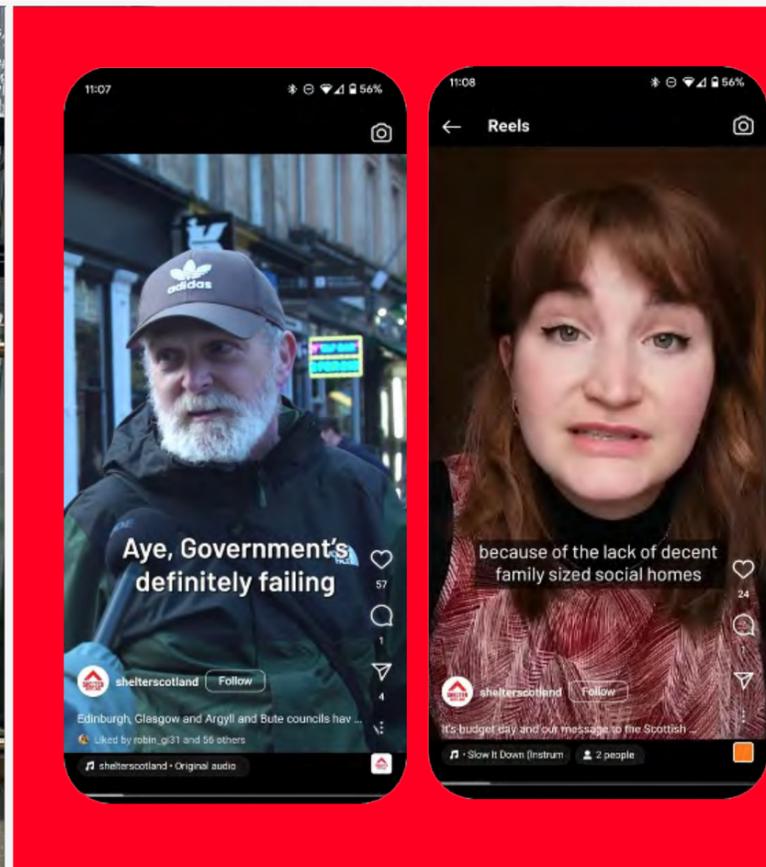
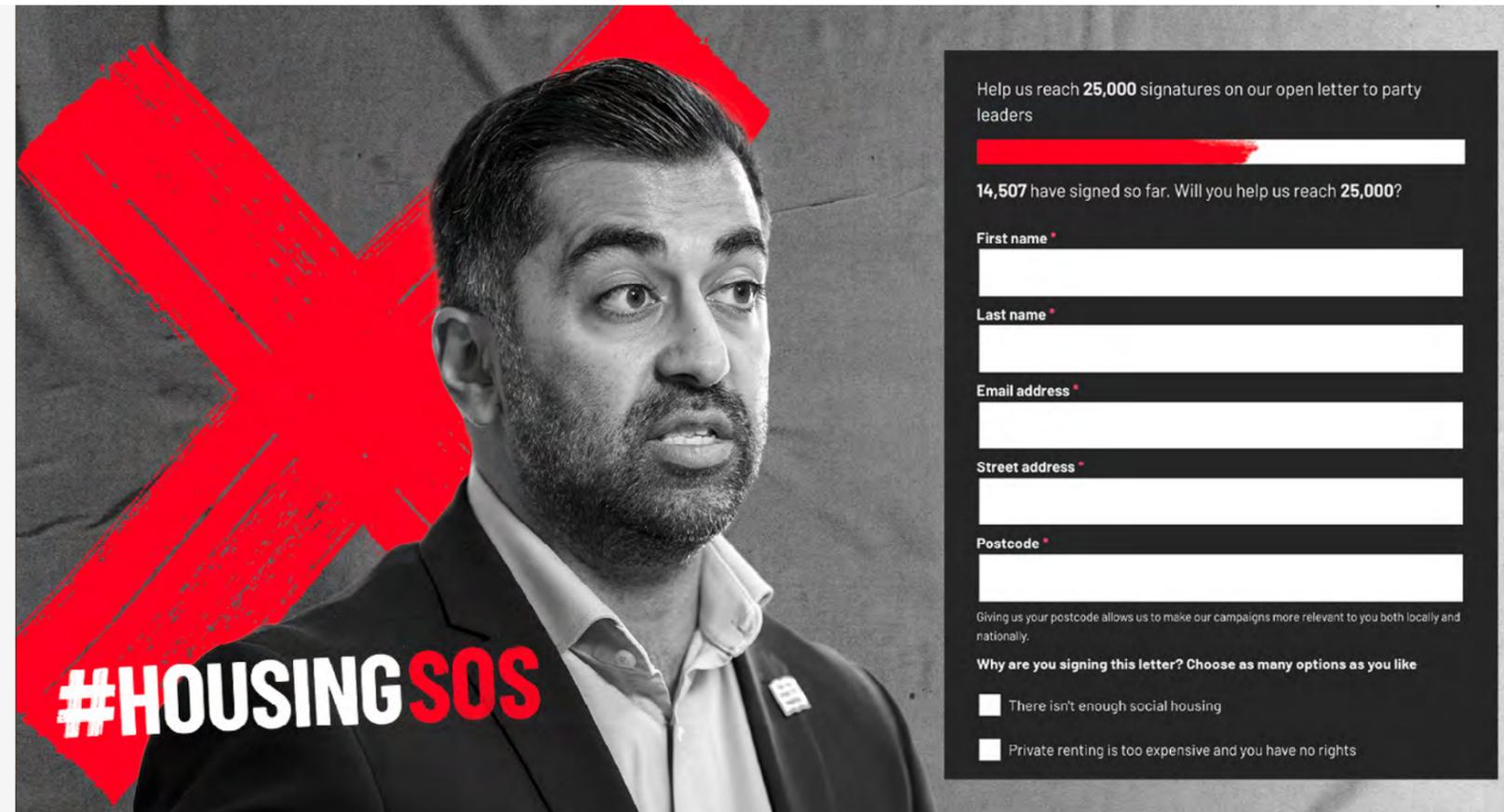
**Services:** Art direction, copy, strategy, awards-writing

**Project date:** 2023-2024

**Convincing governments to declare a #HousingSOS.**

I was brought in as an advertising consultant by Shape History, helping direct a campaign targeting Scottish Government to support homelessness. This spanned digital, print and press – resulting in councilwide discussions and, thankfully, policy change.

**Award-winning campaign (x2 gold)**  
**435K digital reach, 3M+ OOH impacts**  
**450 press mentions, 10K signatures**



# ~~No knives~~ Better lives

**Client:** No Knives Better Lives (via Sunshine)

**Services:** Art direction, Production, Copywriting

**Project date:** 2018–2022

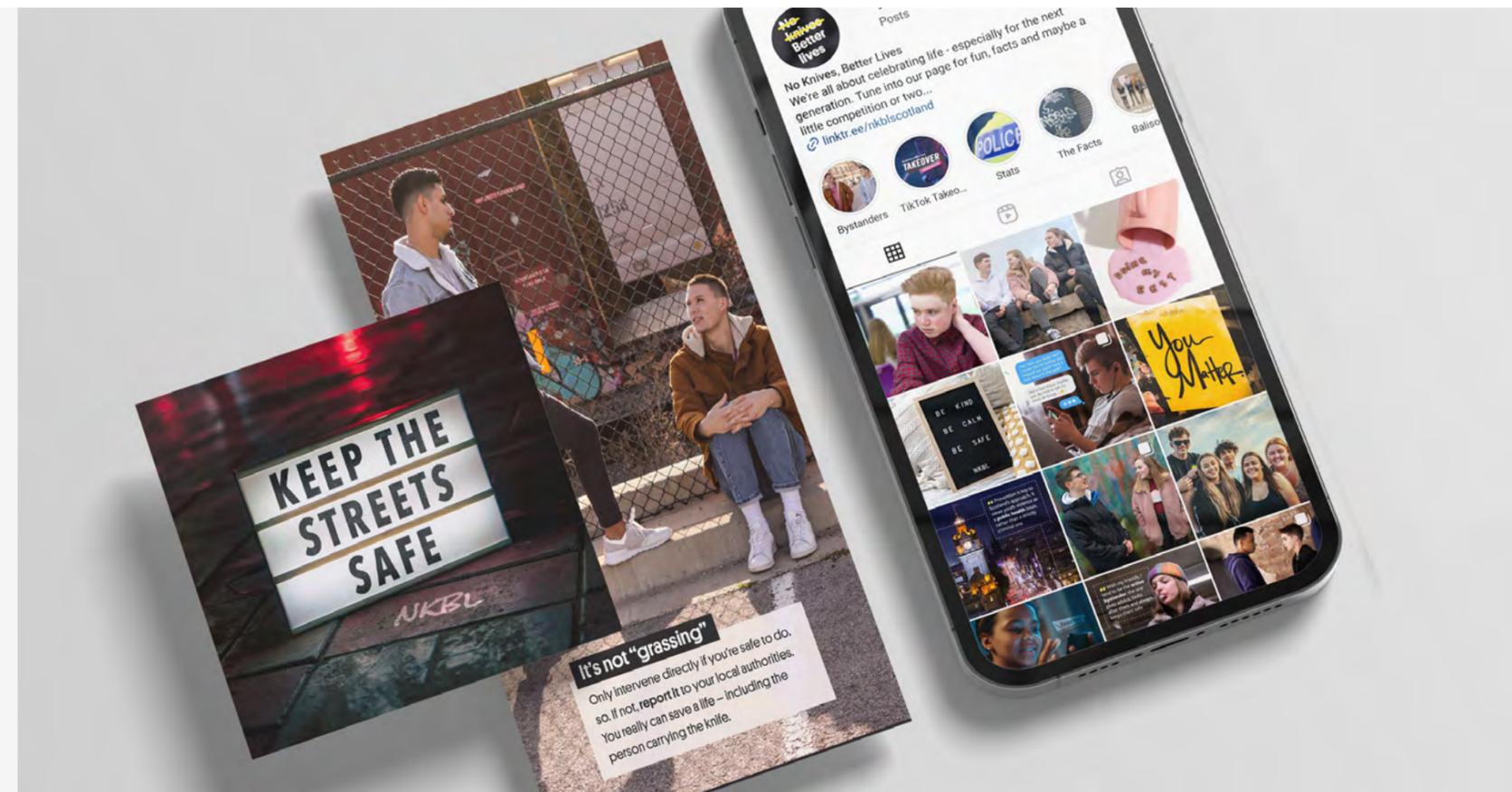
## Social cause, social content

NKBL is a youth-focused charity that aims to reduce youth violence in Scotland. With limited budget and assets, I led the creative delivery for their digital channels, engaging with hard-to-reach Millennial and Gen-Z audiences on both Instagram and TikTok.

**1M cross-channel reach**

**30K+ annual engagements**

**10K+ followers across channels**



# SABOTAGE

**Client:** Sabotage Scotland

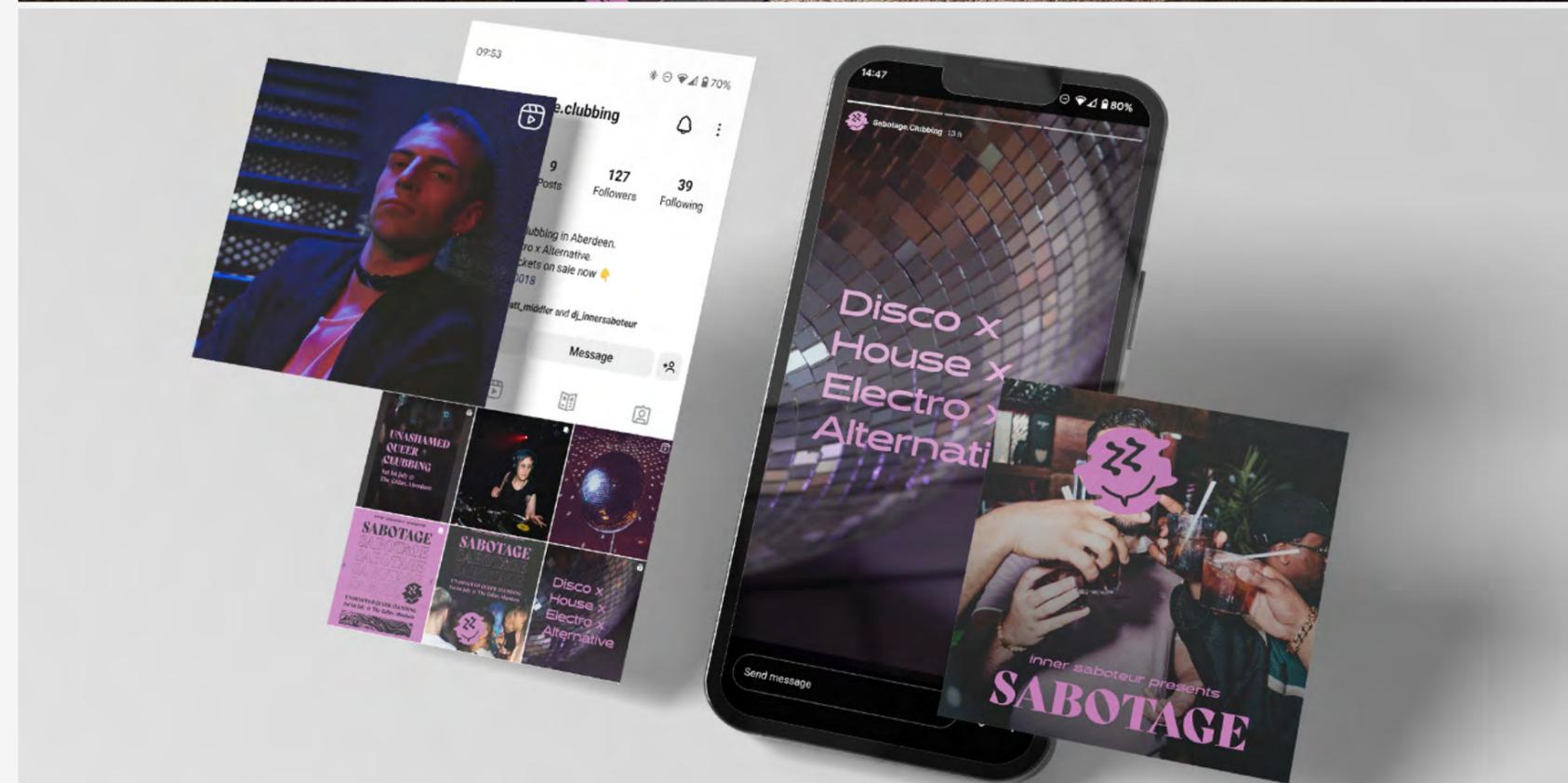
**Services:** Art direction, copywriting, production

**Project date:** 2023-2024

## Crafting a queer identity that marries punk and disco.

I was approached by DJ Saboteur (Matt Middler) to design the launch campaign for his inclusive nightclub event, Sabotage. This included developing the brand ID, then creating multimedia assets for print, social and direct comms. Very proud of this one.

**Sold-out launch event**  
**Designed multimedia campaign**  
**Crafted content templates**



# Huckleberry

**Client:** Huckleberry

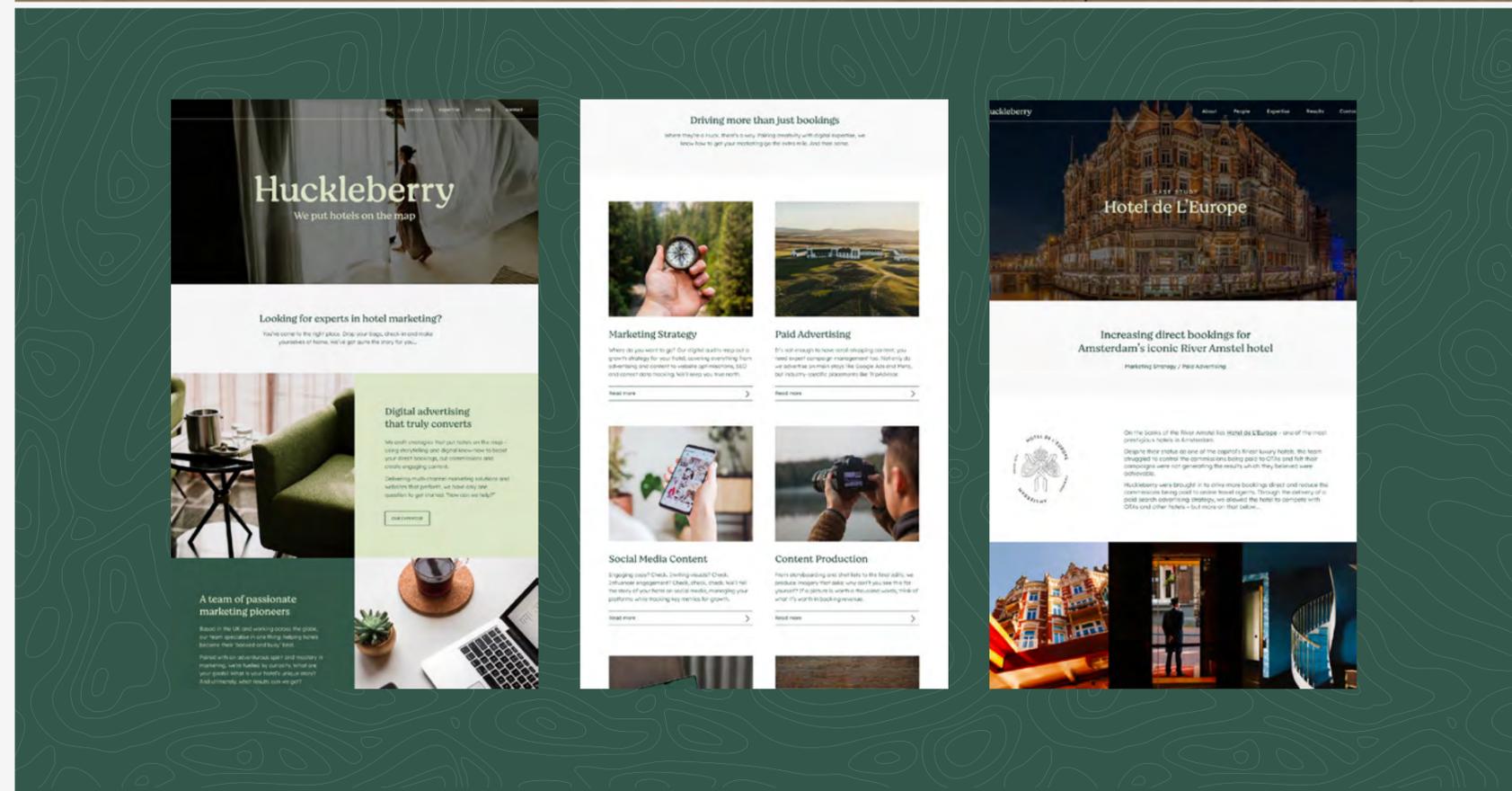
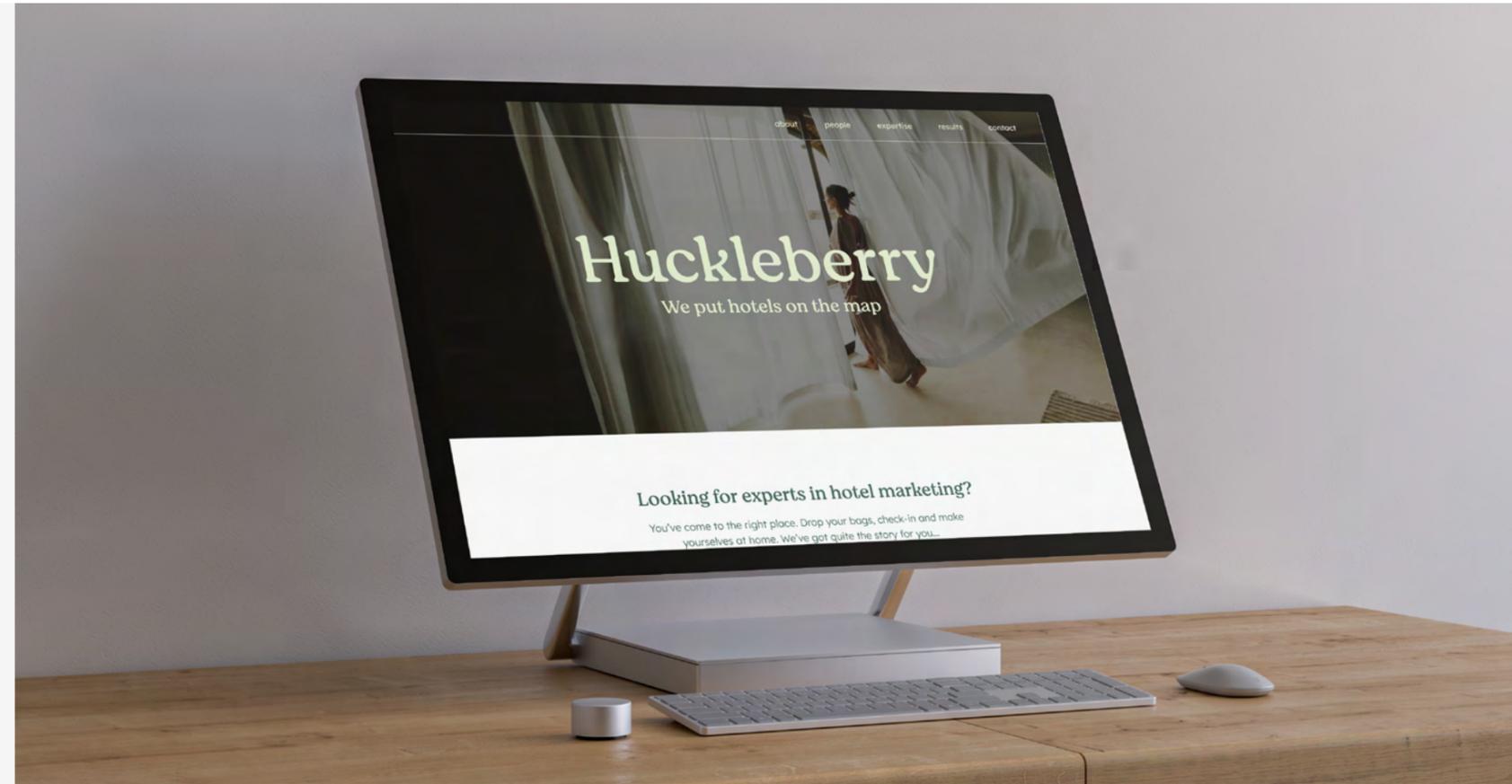
**Services:** Art direction, Copy, Web Design

**Project date:** Oct 2023 – Jan 2024

## Supporting an agency rebrand to put them on the map.

Once known as Big Flavour, Huckleberry approached me to help them nail their positioning and support the art direction of their new name. This began with the ID development, moving into digital execution.

**Developed strapline + TOV**  
**Art directed launch website**  
**Wrote the full thing too**





# Royal College of Pharmacy

**Client:** Royal College of Pharmacy (via Write Arm)

**Services:** Copywriting, design, strategy

**Project date:** 2025-2026

## Brand messaging for the leading UK pharmacy advisor.

Helping their transition from society to Royal College, I led the tone-of-voice strategy from start to finish. This led to writing key landing pages for their website, plus 'core narrative' documents for uniting language internally – with more to come!

**Fully defined TOV strategy**  
**Developed internal toolkit**  
**Wrote 14+ long-form docs**



# techscaler

**Client:** Techscaler (via CodeBase)

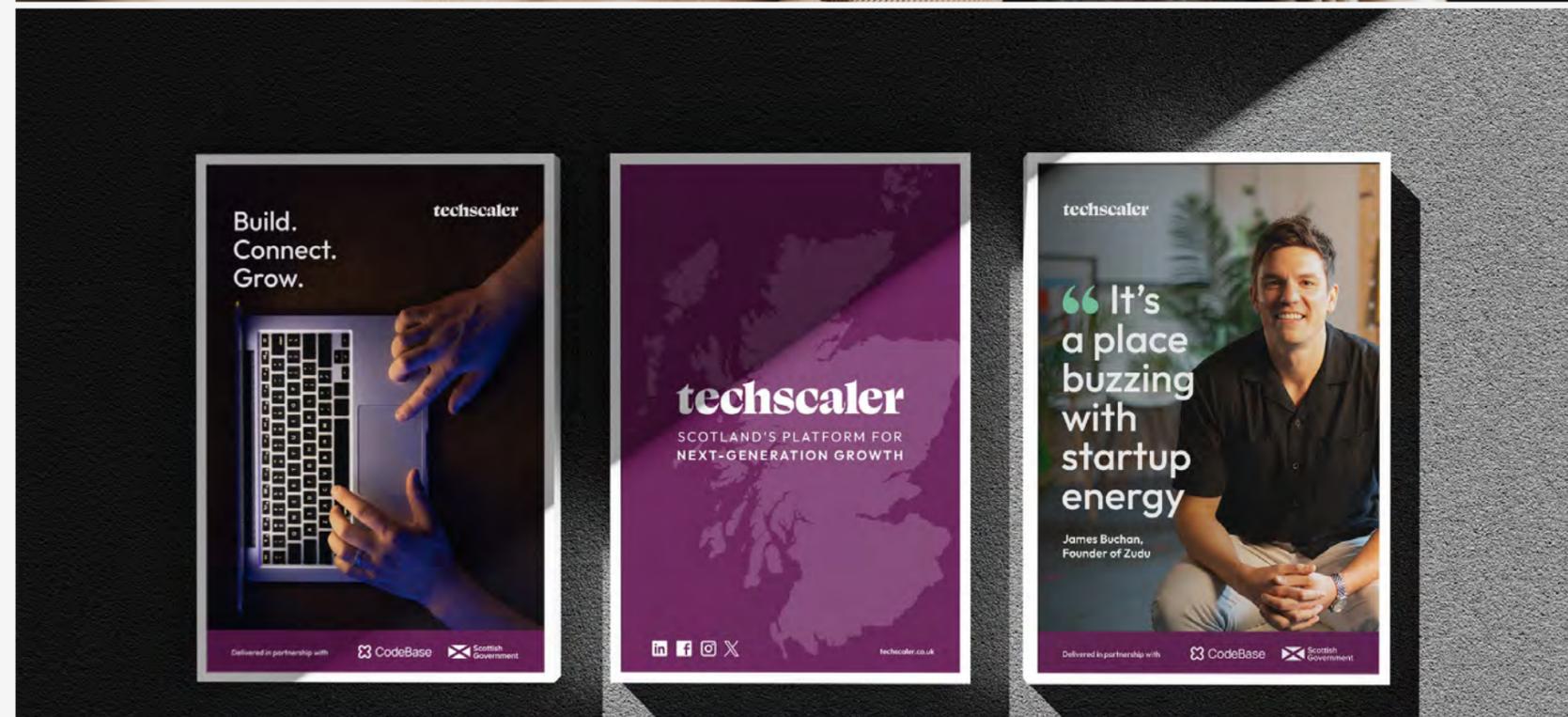
**Services:** Full service retainer

**Project date:** 2024-2026

## Multimedia support for Scotland's leading tech accelerator.

What started out as an annual report design transformed into being a creative partner for the marketing of the ScotGov-funded Techscaler programme. This has since spanned print posters, digital content, induction packs and ongoing fractional support.

**+48% membership ('24 vs. '25)**  
**2x annual reports, countless content**  
**High praise from ScotGov**



# Hopper health

**Client:** Hopper Health (via Misfit Media)

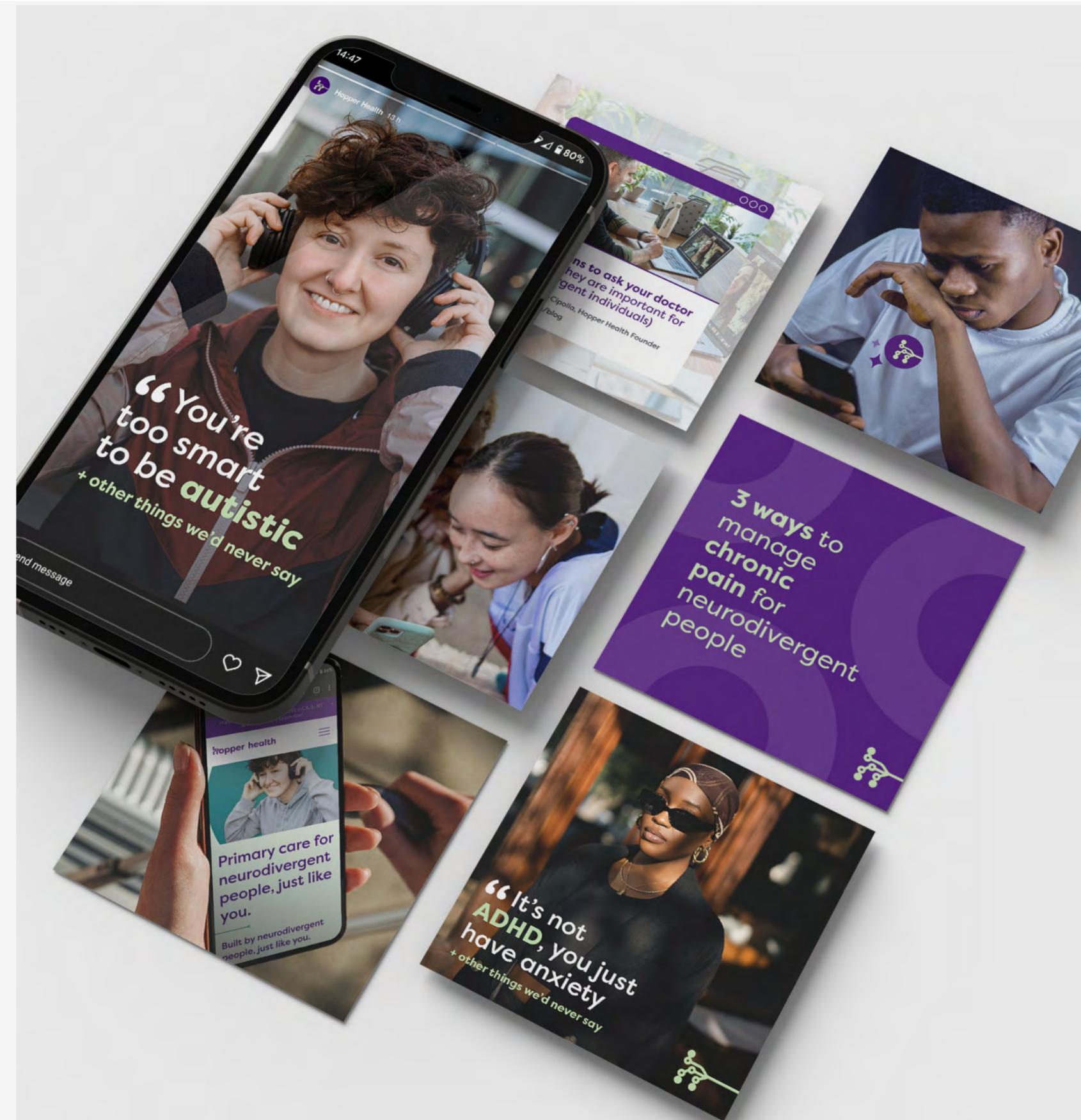
**Services:** Art direction, Production, Copywriting

**Project date:** 2023

## Empowering Gen-Z to overcome financial apathy

Working with inclusion-first agency Misfit Media, I led the creative output for the launch of Hopper Health – a startup primary health platform for neurodivergent people in North America. As resident AuDHDer, I was able to shape the comms from lived experience.

**Wrote key lines for campaign**  
**Designed launch collateral**  
**Crafted 'influencer' pack**



Make it  
**Scotch**



**Client:** Quality Meat Scotland (via Sunshine)

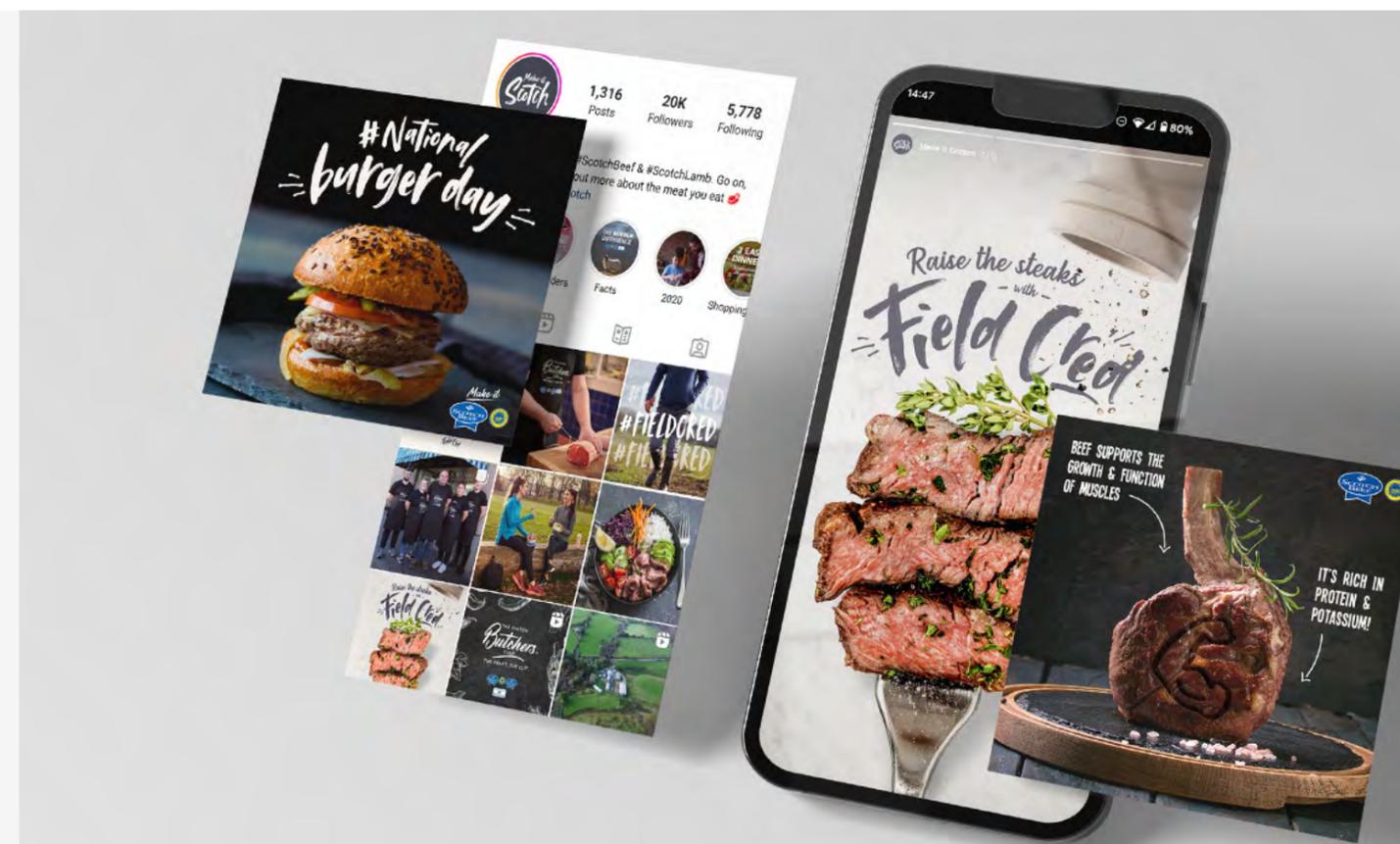
**Services:** Art direction, Production, Copywriting

**Project date:** 2018-2022

**Raising the steaks with farmer Field Cred.**

Working as creative lead for Make it Scotch's digital content, I led the delivery of the first 'Field Cred' campaign – balancing animal welfare and health messaging to deliver upon objectives set out in QMS' five year government-led strategy. A tasty bit of edutainment.

**High organic engagement rate**  
**350K video views over campaign**  
**30% avg. email open rate**



"WHAT ARE FARMERS DOING TO HELP CLIMATE CHANGE?"

Make it  
**Field Cred**

# MULTREES WALK

EDINBURGH

**Client:** Multrees Walk (via Savills Place)

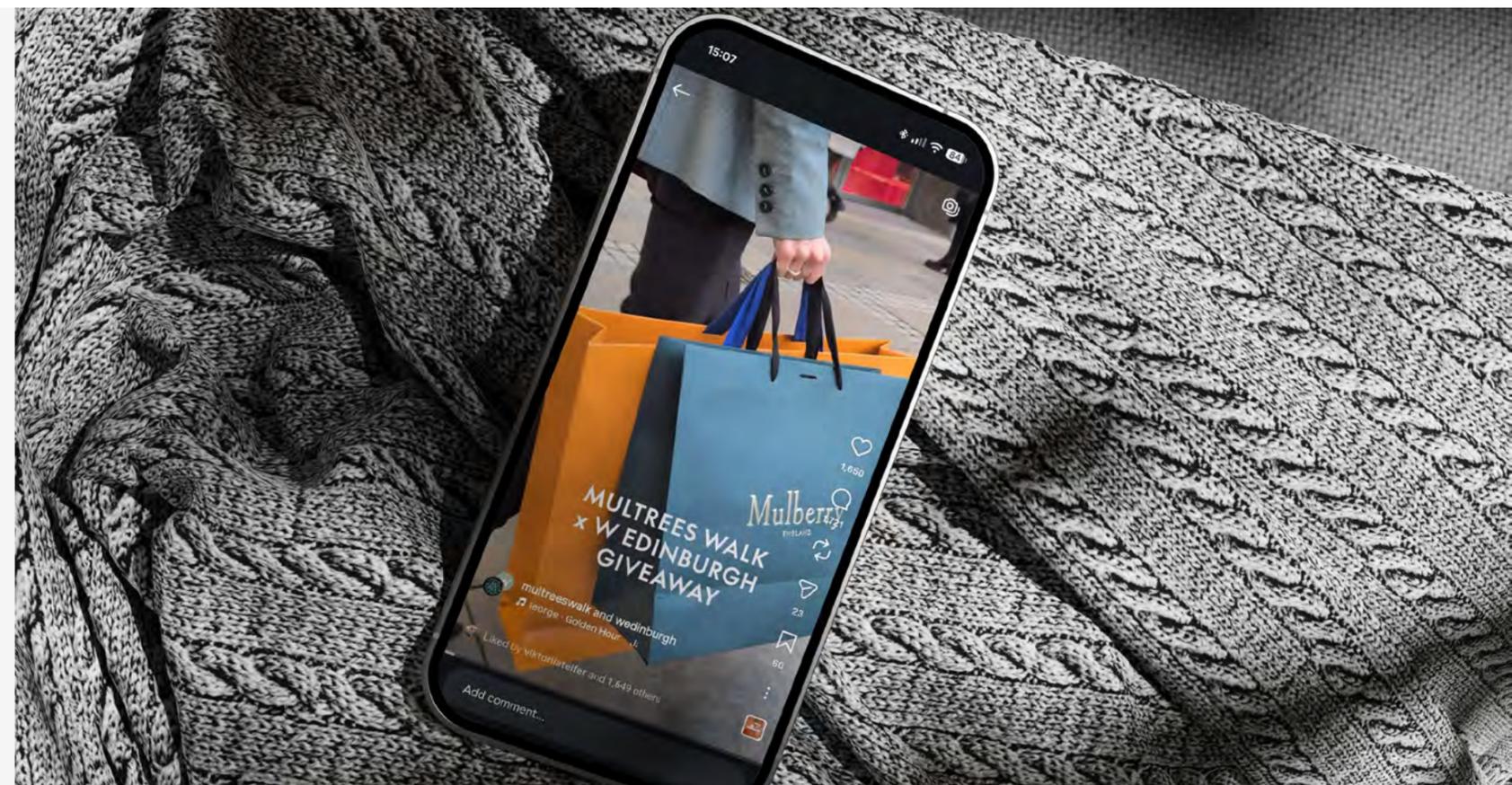
**Services:** Production, video editing, motion graphics

**Project date:** 2023-2026

## Adding authenticity to premium content marketing

Channeling shoot fundamentals via a mobile phone, I film 'high priority' content for the Multrees Walk social channels. Supplementing their business-as-usual content, it focuses on showcasing luxury stores via video and photography.

**12+ shoots (and counting)**  
**Always top-performing content**  
**300K+ views, 4K+ comments total**



# SMOKEHEAD

**Client:** Ian Macleod Distillers (via Guy & Co.)

**Services:** Art direction, Production, Copywriting

**Project date:** April & August 2023

## Creative direction for graphics, photo and video.

Guy & Co. approached me to to plan a series of production-based projects for Smokehead Whisky – targeting ‘whisky rebels’ through a suite of static and motion graphics, 3x PR routes, plus a fully planned pre-production sheet for an upcoming photo shoot.

**Delivered suite of 30+ assets**  
**Crafted 3x creative routes for PR**  
**Named their signature cocktail**



VIDEO REELS

**Video #1 – No Smoke Without Fire**

**Concept:** A ‘reverse’ cocktail video, playing on the popular phrase ‘no smoke without fire’ by going back to the source – in this case, Smokehead Whisky.

**Narrative:** Begin on the final cocktail, with its smoke billowing. After a beat, the smoke reverses, the liquid pours in reverse and we jump cut between ingredients being cut in reverse. The final image will be the whisky bottle, fading into the skull.

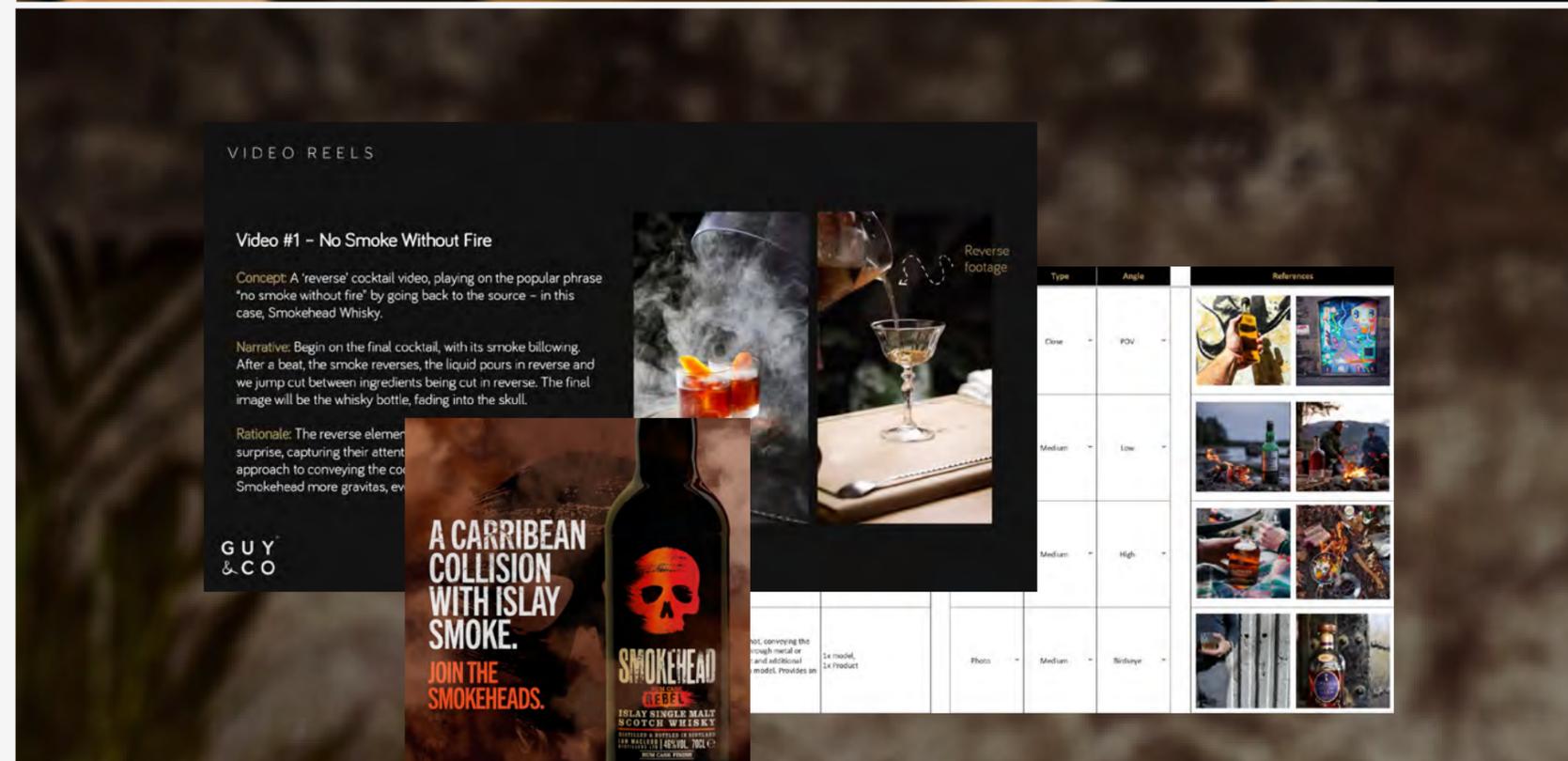
**Rationale:** The reverse element is a surprise, capturing their attention and providing a unique approach to conveying the core message of Smokehead more gravitas, even in a short format.

**GUY & CO**

**A CARRIBEAN COLLISION WITH ISLAY SMOKE. JOIN THE SMOKEHEADS.**

**SMOKEHEAD**  
 ISLAY SINGLE MALT SCOTCH WHISKY  
 48% VOL / 96 PROOF  
 SHERRY CASK FINISH

Type	Angle	Reference
Cine	POV	
Medium	Low	
Medium	High	
Photo	Medium	





**Client:** Shaka Social (and their many clients)

**Services:** Art direction, production, copywriting, strategy

**Project date:** 2023–2026

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**Supporting the growth of an SME content agency.**

The definition of a symbiotic relationship. Early days, I supported their creative operations and team growth via training. Nowadays, I'm proud to tag in as a senior creative – balancing content creation and supporting new business via pitches and strategies.

**Ongoing creative support**  
**2x staff training workshops**  
**6+ pitches won (and counting)**



# Little's ESTD 1966 x FRACTIONAUTS

**Client:** Little's (via Fractionauts)

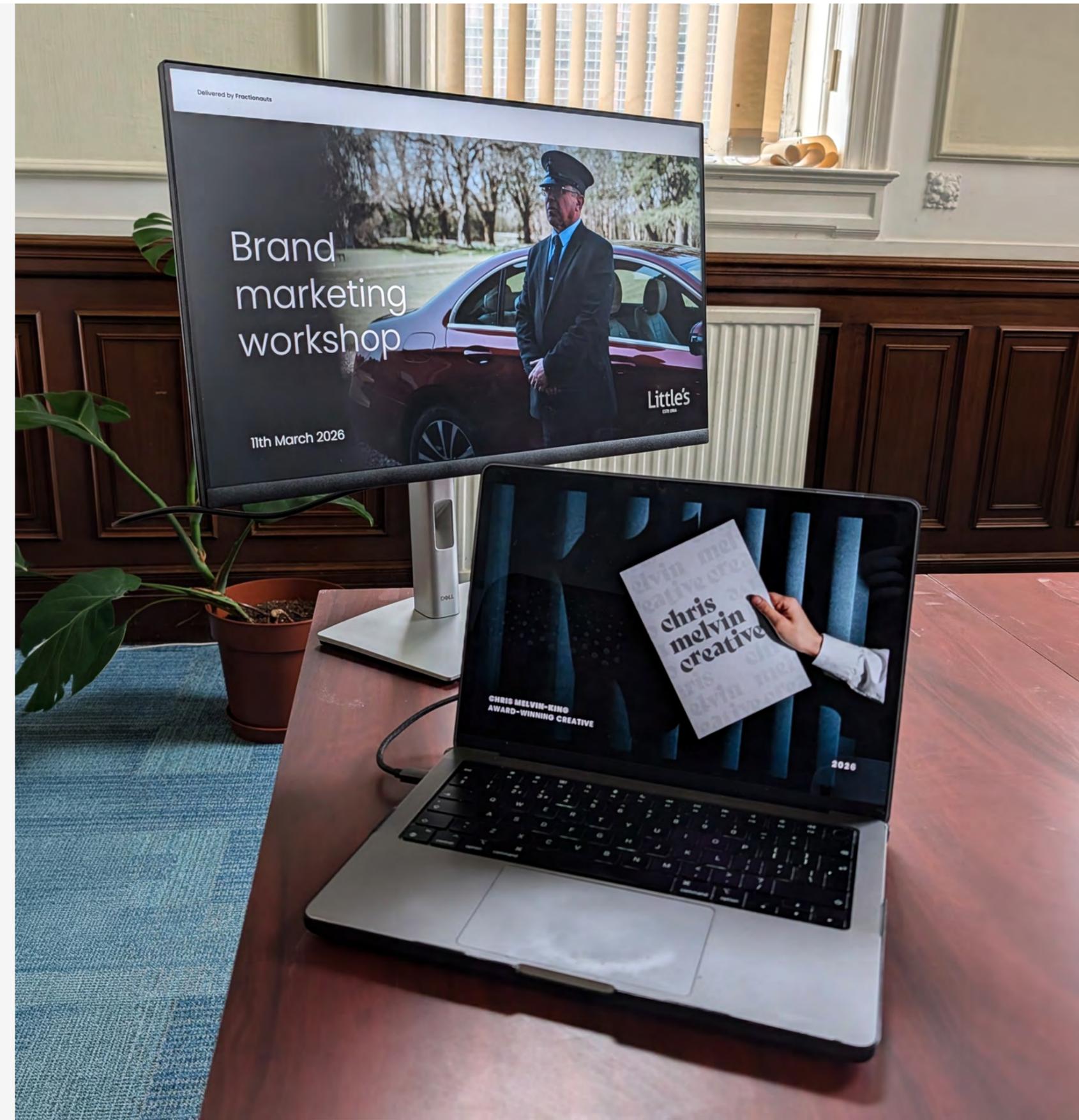
**Services:** Training, strategy, production

**Project date:** Q1 2026

## Elevating a legacy brand with a brand marketing workshop.

As a fractional content director, I worked with Fractionauts to audit the Little's Chauffeur brand. This included collaborative exercises, strategic frameworks and in-person training to modernise the brand and prepare for their 60th anniversary campaign.

**Full brand messaging stack**  
**Creative + TOV recommendations**  
**12-month marketing strategy**



savills  
**Place.**

**Client:** Savills Place

**Services:** Training, production, strategy

**Project date:** August 2023 – present

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**Training content executives at Manchester HQ.**

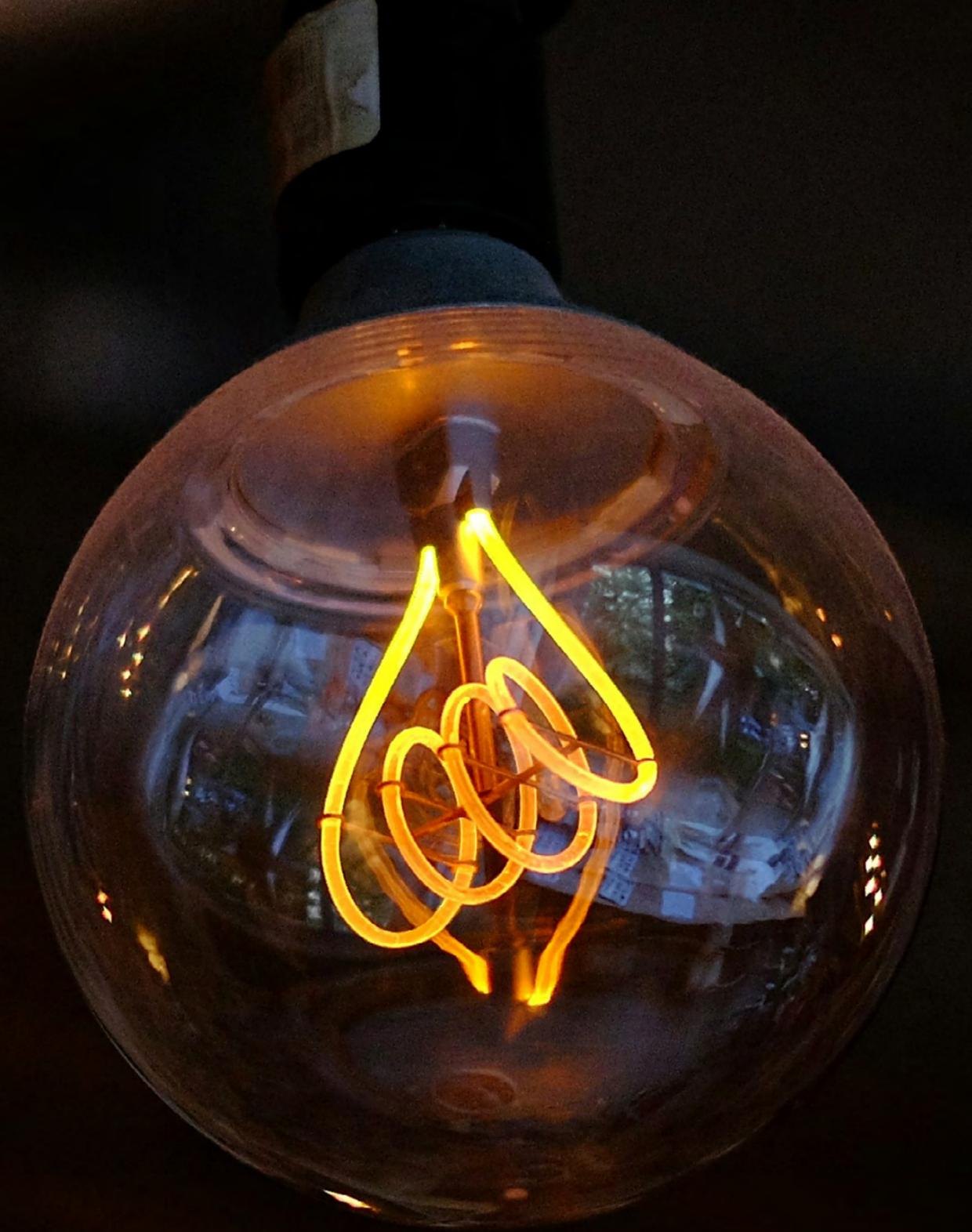
Having produced content for their various Edinburgh clients, I was invited to Savills Place to train their executive team on 'social-first' production. This covered creative direction, design fundamentals, and pre- to post-production workflows.

**10x marketing staff trained**  
**Continued strategic partnerships**  
**Many kind comments**



**And lastly...**

**VALUES • TESTIMONIALS • LINKS**



# Experience meets values

## What does a partnership look like?



### Multimedia creative

I'm a proud Frankenstein creative, combining different skills with an atypical approach that brings ideas to life across design, copy and production.



### Strategic & operational

Why build a house before the foundations? I like to brainstorm 'into' deliverables, ensuring the strategy is sound before letting the creativity flow.



### Award-winning

Awards aren't everything, but they do convey trust – a stamp of approval at an industry level. And who knows? We might even win one together...



### A people-first approach

With experience managing teams and project alike, I operate under a simple mantra: take a people-first approach and you'll get better results.



### Honest & transparent

Safe and open communication is the foundation for any project, great or small. I'm a straight shooter, practicing radical honesty with tact.



### Values first

I couldn't call myself a do-gooder if I didn't practice what I preach. In particular, I advocate for LGBTQ+ rights, neurodiversity and a healthy work-life balance.

# Testimonials

## Kind words, kind people

### TESTIMONIAL #1

Working with Chris was one of the best decisions we've ever made. **He brings so much creativity,** insight and energy to everything he does. His attention to detail is superb and he just gets it. I couldn't recommend him enough.



**Ali Olivier**  
Co-founder, Producer  
Shaka Social

### TESTIMONIAL #2

I've known Chris for a few years now, and **he's a total anomaly.** He doesn't just write the theme tune, he also sings and dances to it too. Love his work, love his attitude. Just a real cracking creative that's willing to get stuck in.



**Sheryl Thomson**  
Creative Director  
Union Direct

### TESTIMONIAL #3

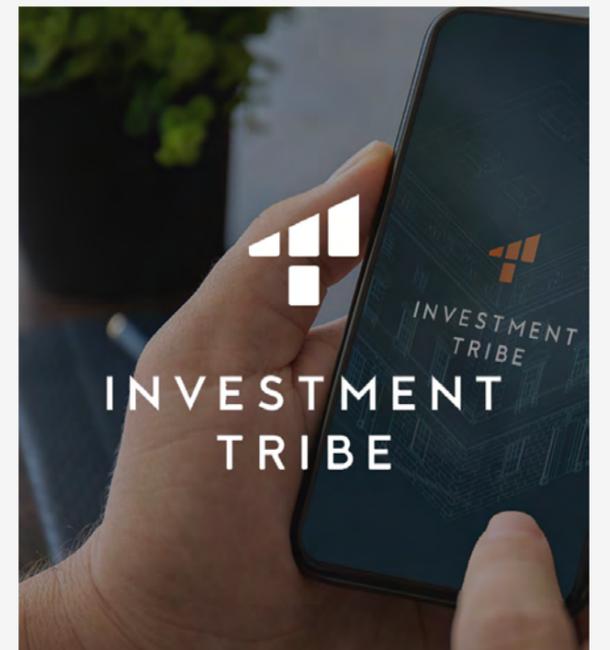
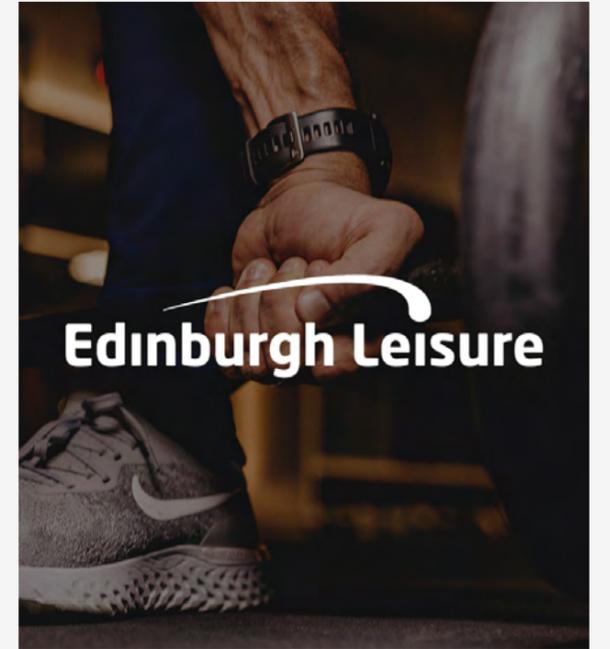
Chris recently delivered a sublime workshop for our team, focusing on video content from pre- to post-production. Our team gained a **wealth of experience** and we'll be sure to continue to work with Chris to get more wisdom when we can.



**William Chadwick**  
Senior Marketing Executive  
Savills Place

# View more work online

[Portfolio overview page](#)



**chris  
melvin  
creative**

✉ [hello@chrismelvin.co.uk](mailto:hello@chrismelvin.co.uk)

☎ (+44) 07710 576 447

in [chrismelvin](#)