



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.

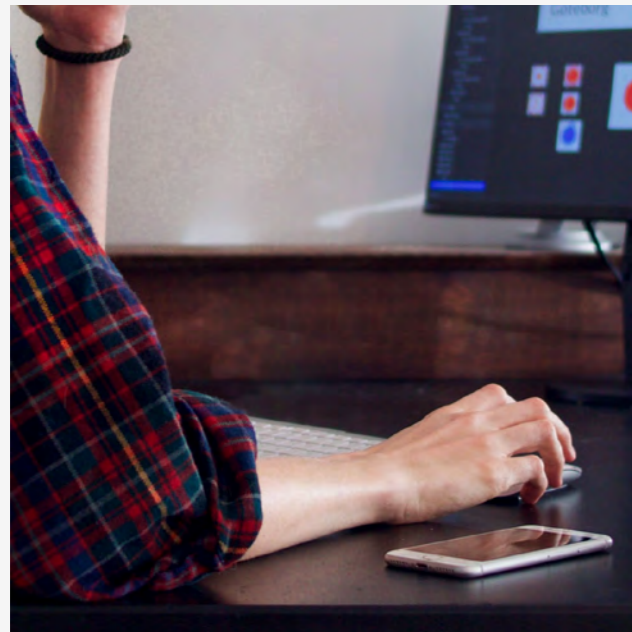
If you're reading this, we've swapped stories or are hopefully just about to! In the meantime, let's dive in...

[🔗 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
- **Contributed to past client awards, including...**
Shelter Scotland (2x Gold), Bank of Scotland (2x Gold)

Industry

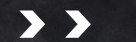
- **Event speaker** (e.g. CURIO, Marketing Society, TED Circles)
- **Edinburgh College, design mentor** (2024-present)
- **Edinburgh Napier, advertising mentor** (2018-present)
- **The Marketing Society Scotland member** (on/off)
- **Writer's Guild of Britain** (2015-2016)





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 developed the initial art direction and ads strategy for the 'Be that BOSS' campaign – moving on to edit TikTok content, create sticker graphics and, eventually, edit the awards entry video.

Multiple award wins

1M users reached, +31% impressions
+14% student accounts opened





Client: Shelter Scotland (via Shape History)

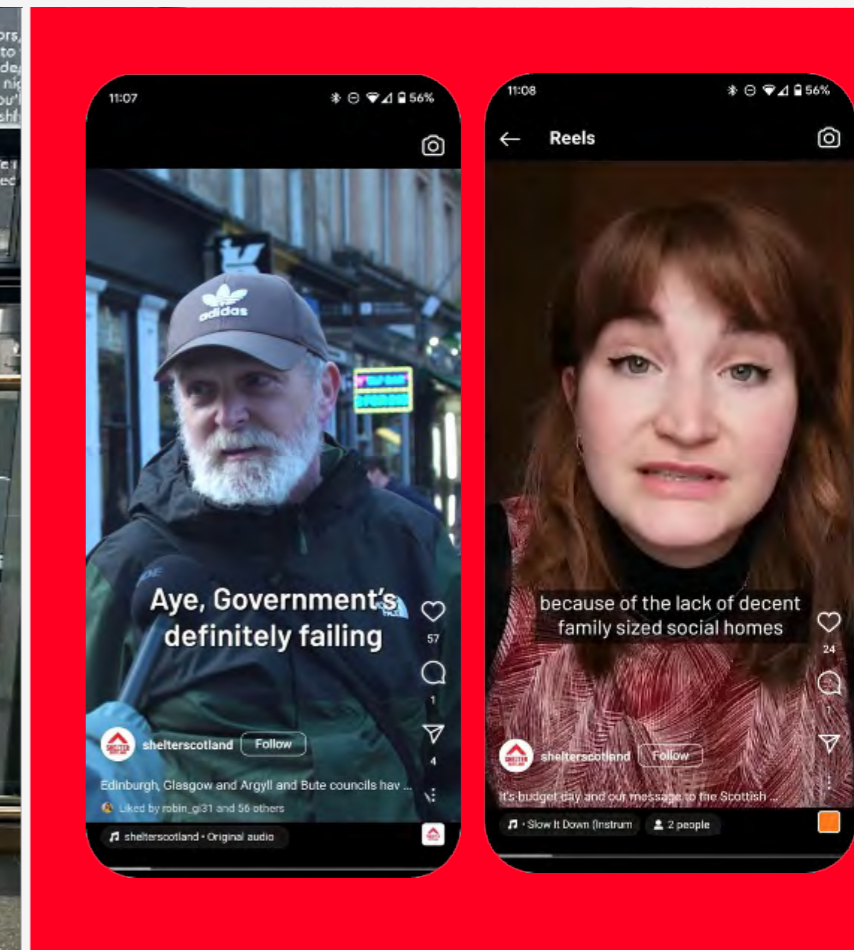
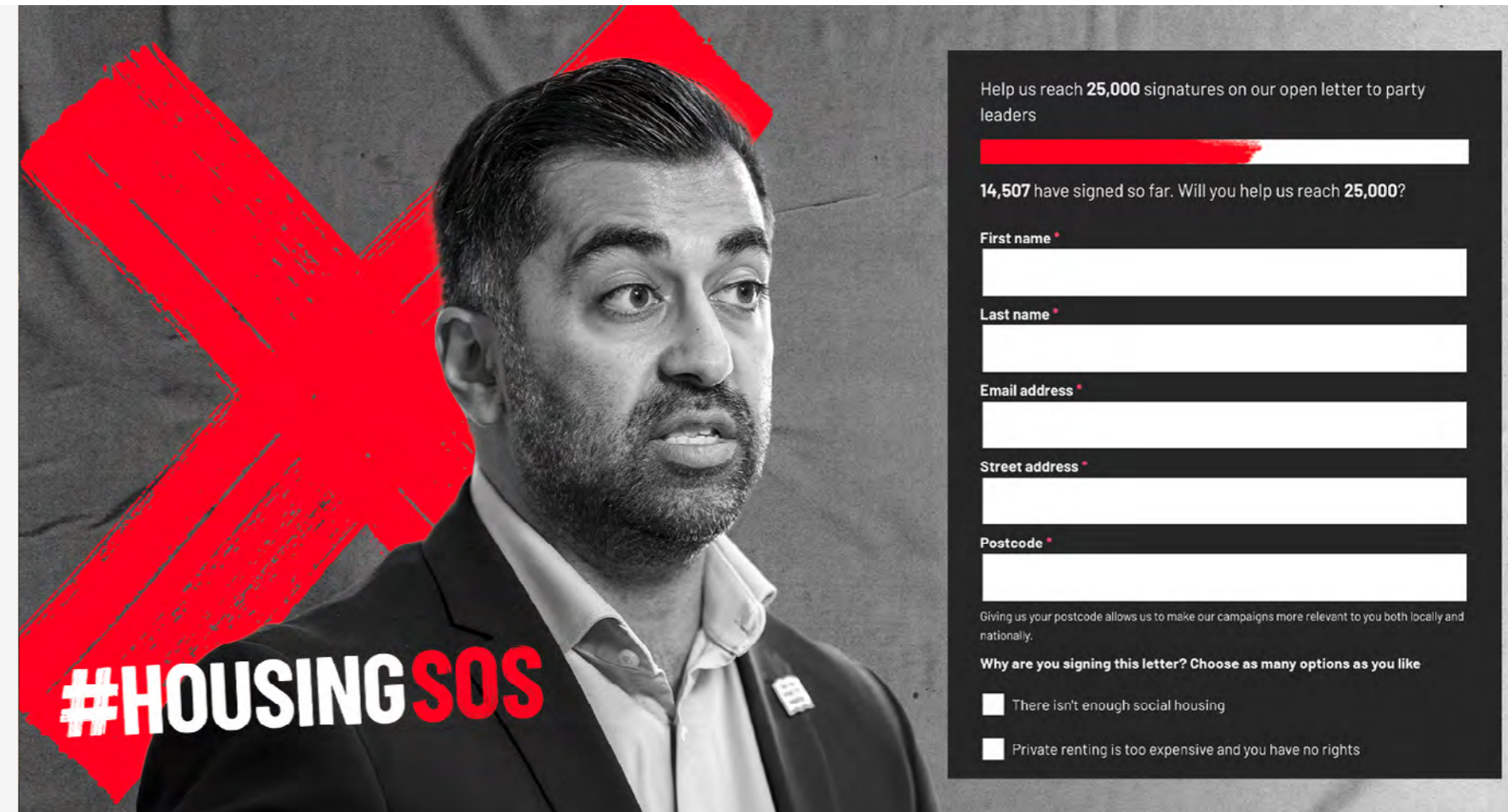
Services: Art direction, copy, strategy, awards-writing

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

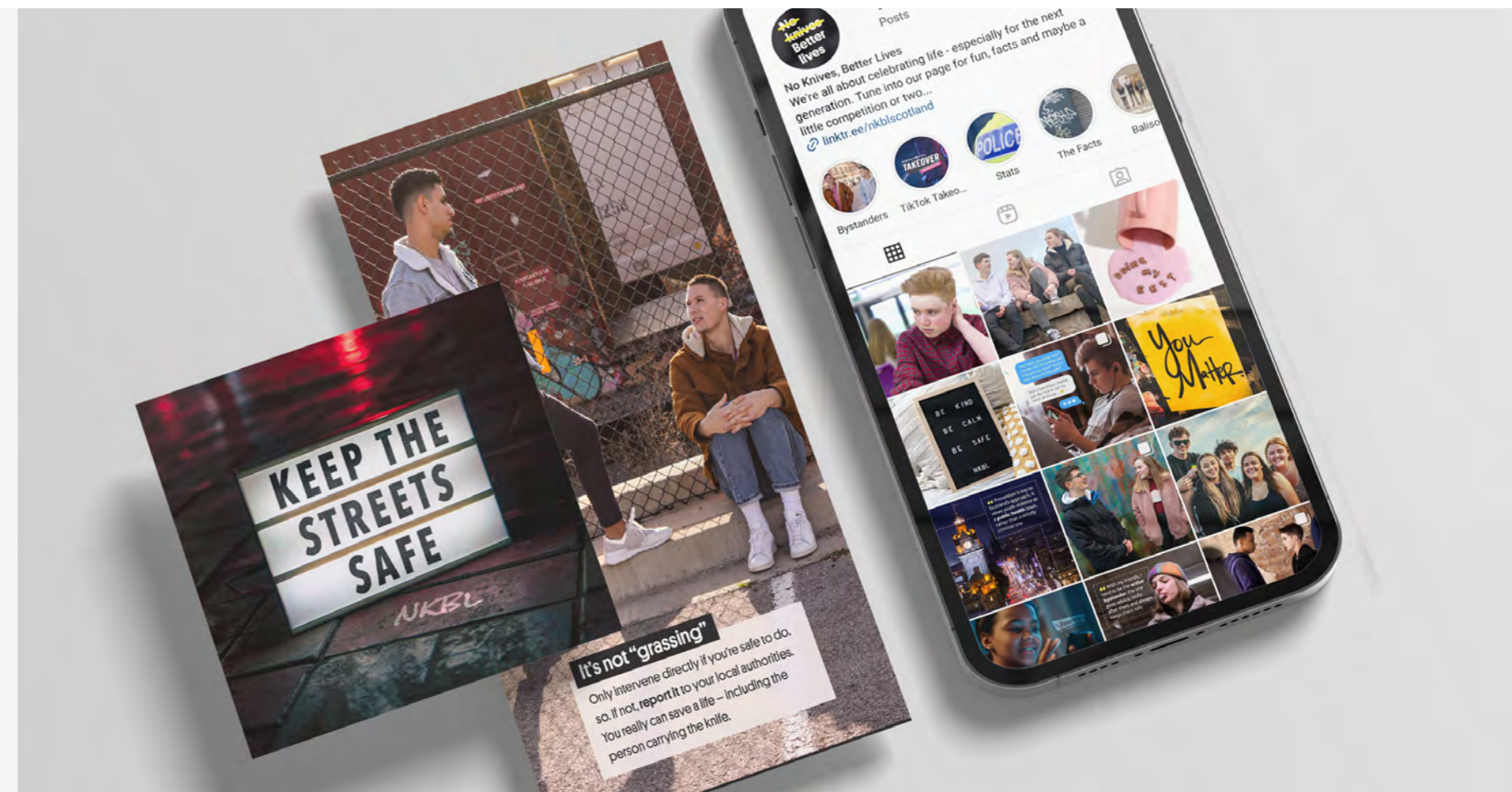
Social cause, social content.

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

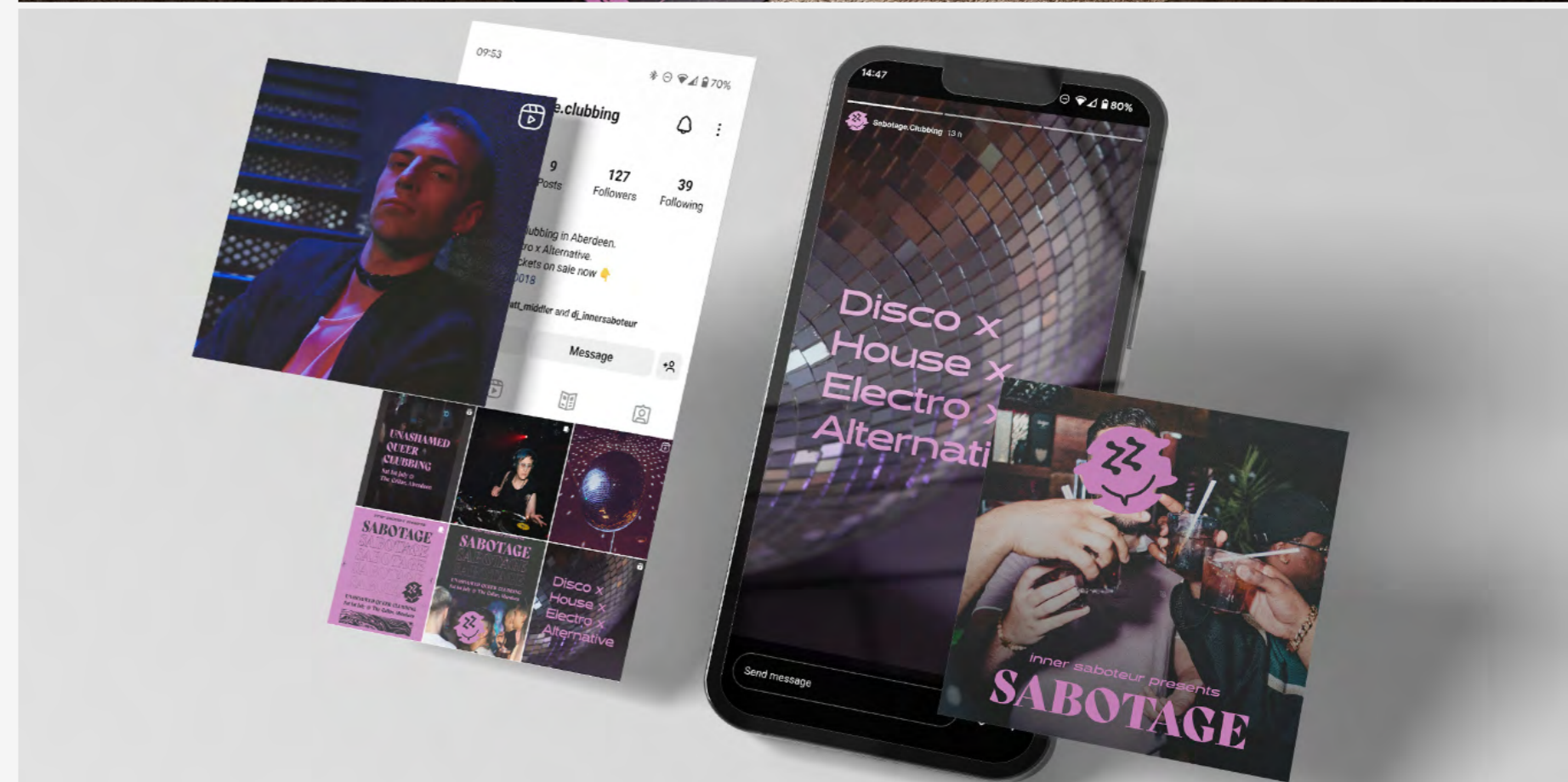
Services: Art direction, copywriting, production

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



genie goals

Client: Genie Goals

Services: Art direction, print production

Project date: Q4 2025

An industry playbook showcasing 75 of the best campaigns.

I led the designs for the 2nd edition of Life Goals, highlighting top creative campaigns from the past year. Working with their editorial team and liaising with the printer, the book was a success – acting as a centrepiece for the agency's own marketing.

Produced the 300+ page book
Sourced and artworked all imagery
Advised on copy 'best fit'



Huckleberry

Client: Huckleberry

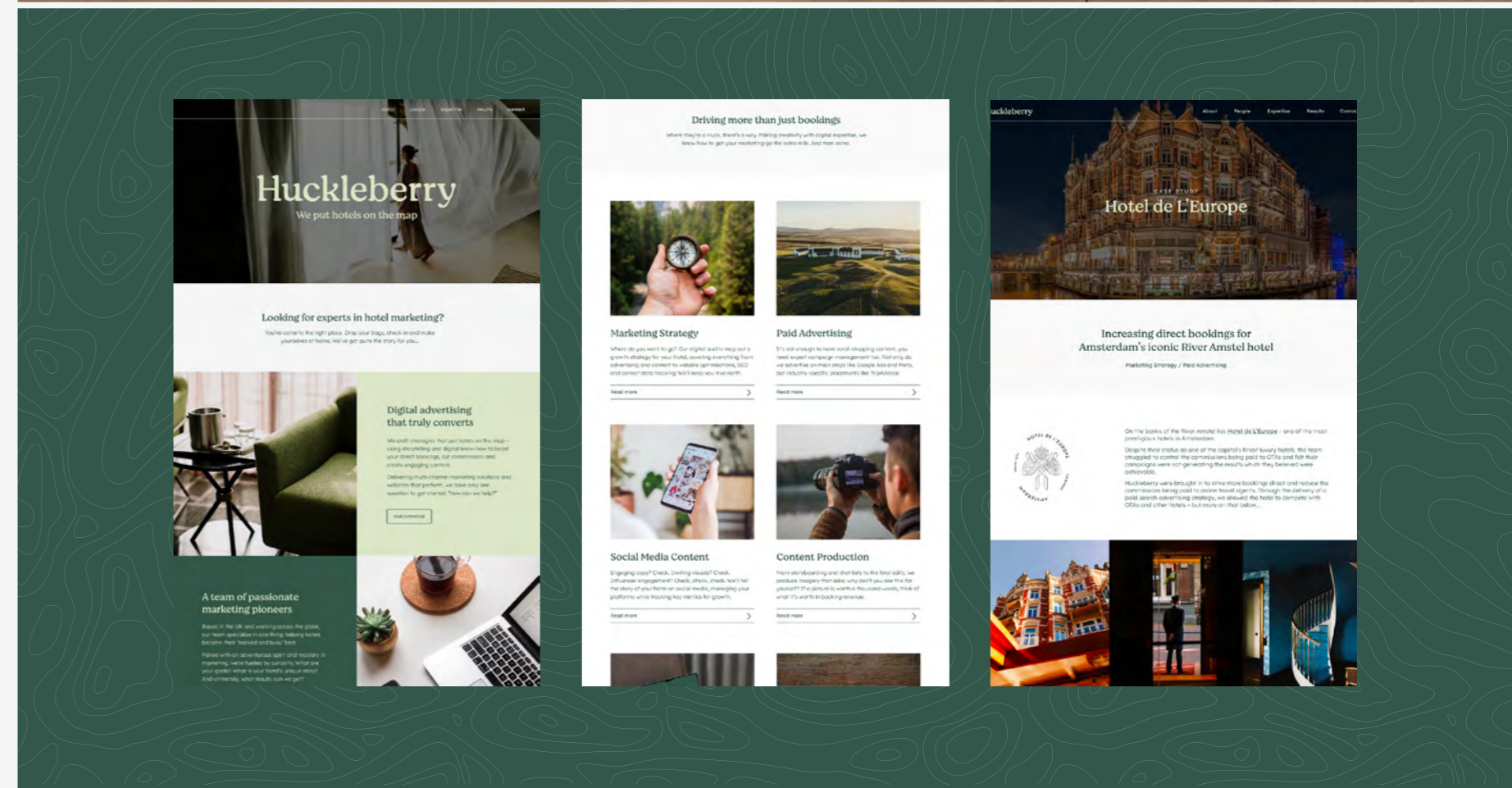
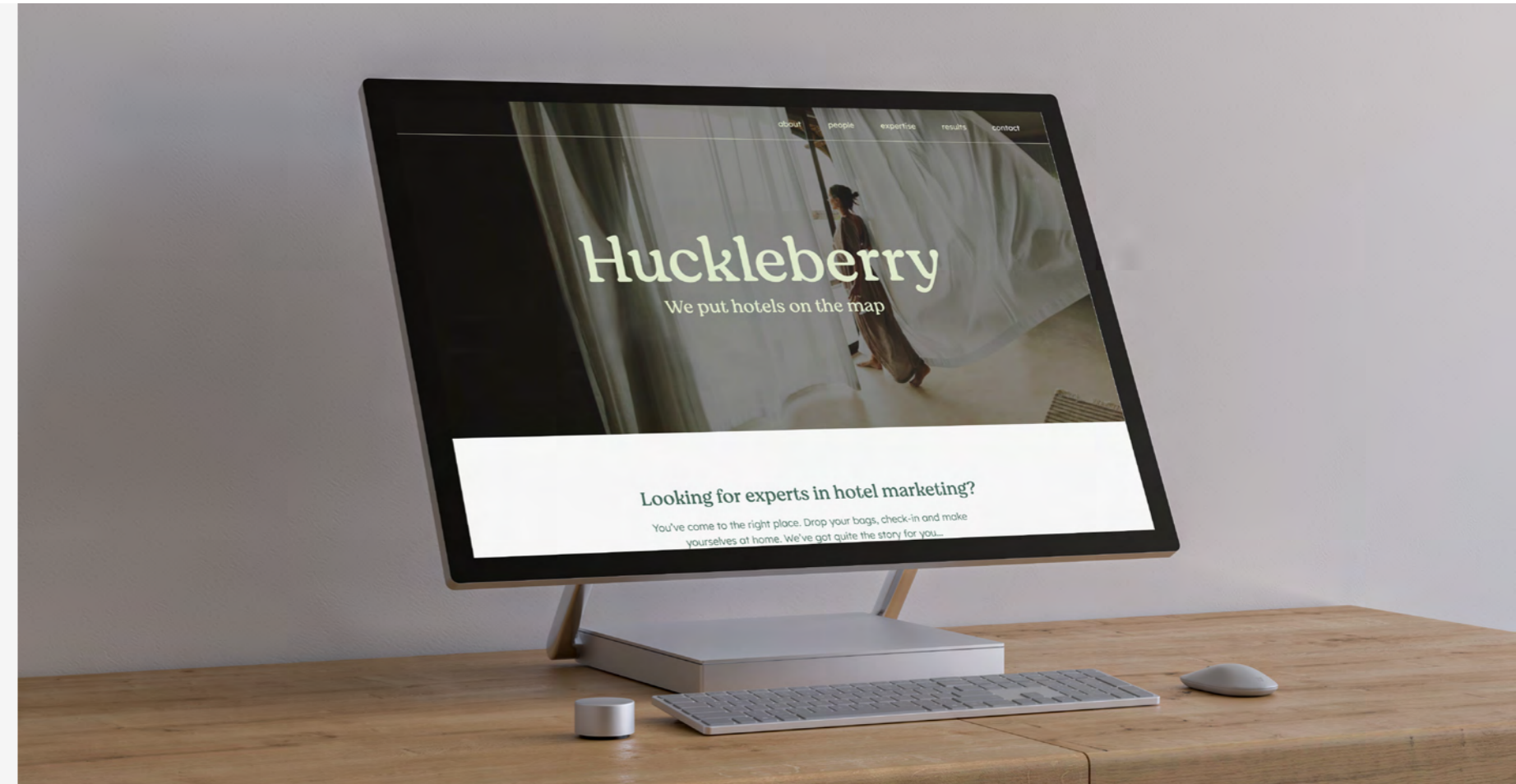
Services: Art direction, copy, web design

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



techscaler

Client: Techscaler (via CodeBase)

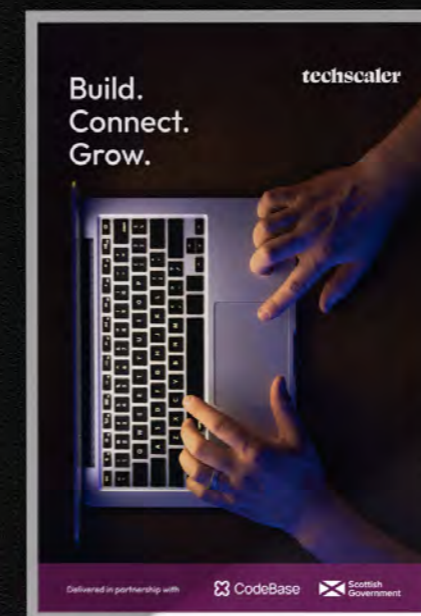
Services: Full service retainer

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)

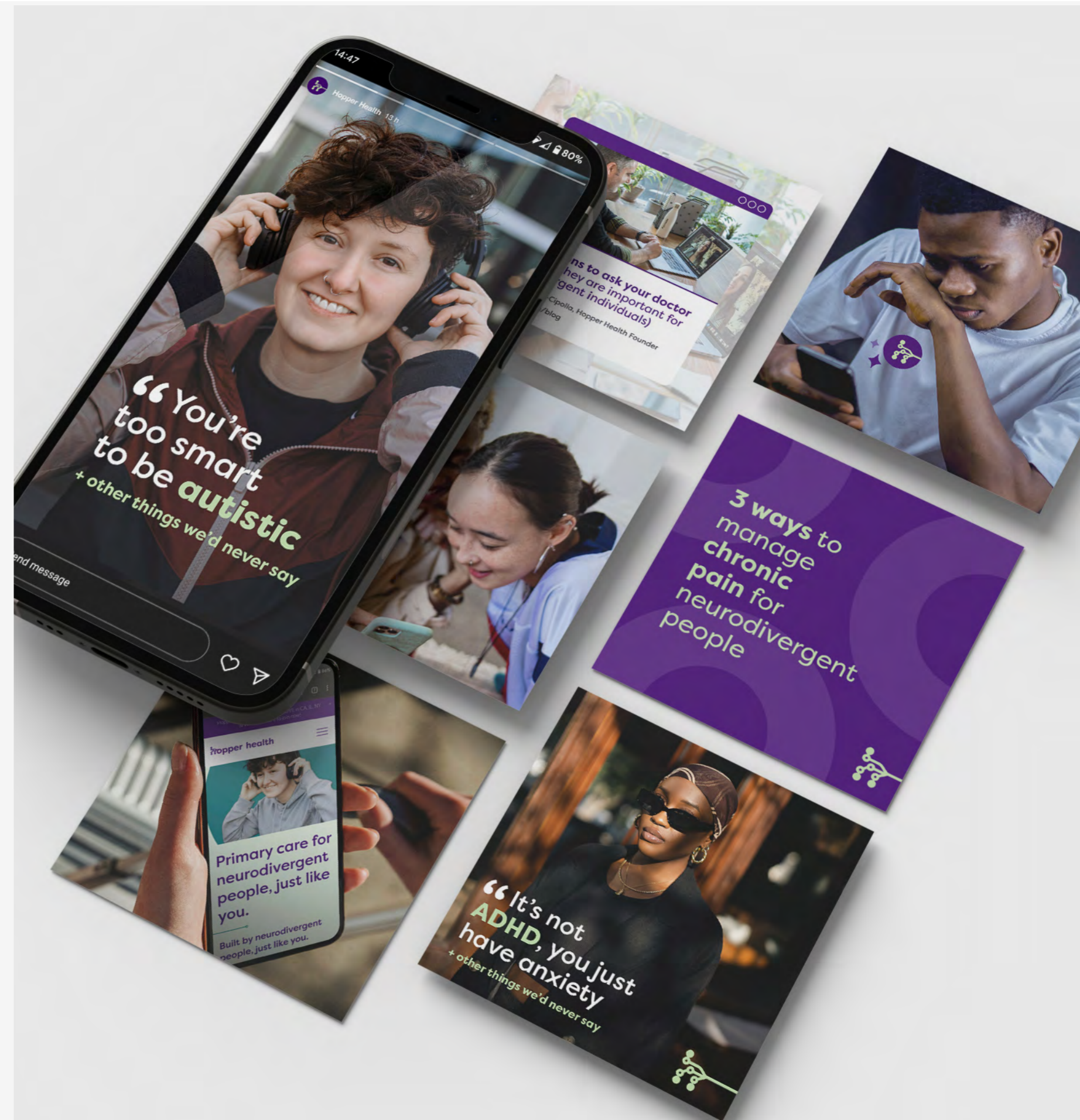
Services: Art direction, copywriting

Project date: 2023

Adding a neurodivergent voice to lead the creative.

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)

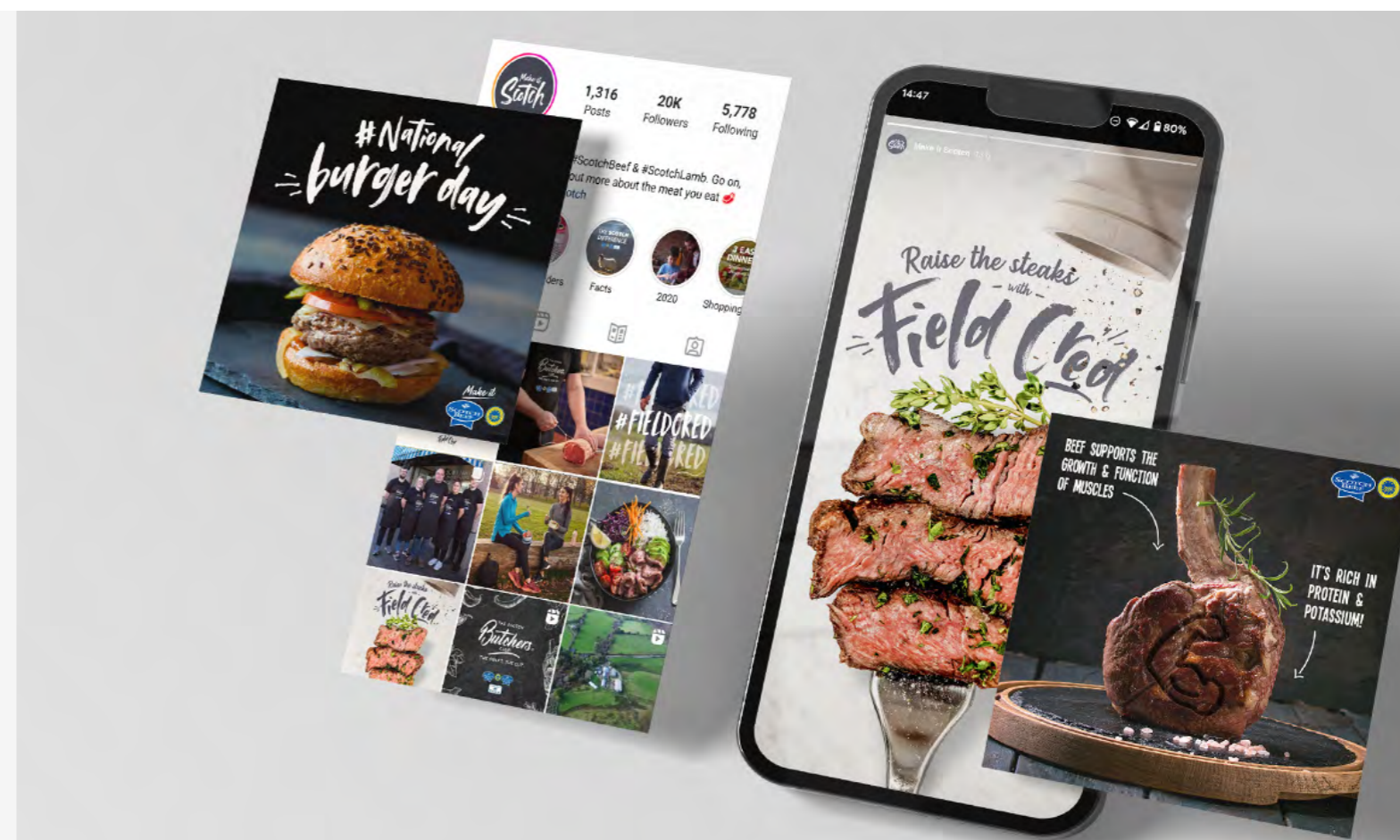
Services: Art direction, production, copywriting

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



SCOTTISH WIDOWS

Client: Scottish Widows (via Union Direct)

Services: Art direction, production, copywriting

Project date: 2023-2026

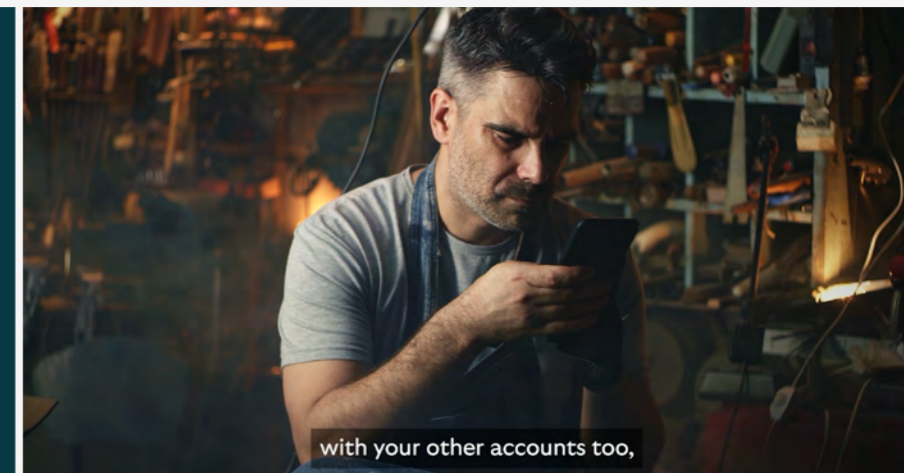
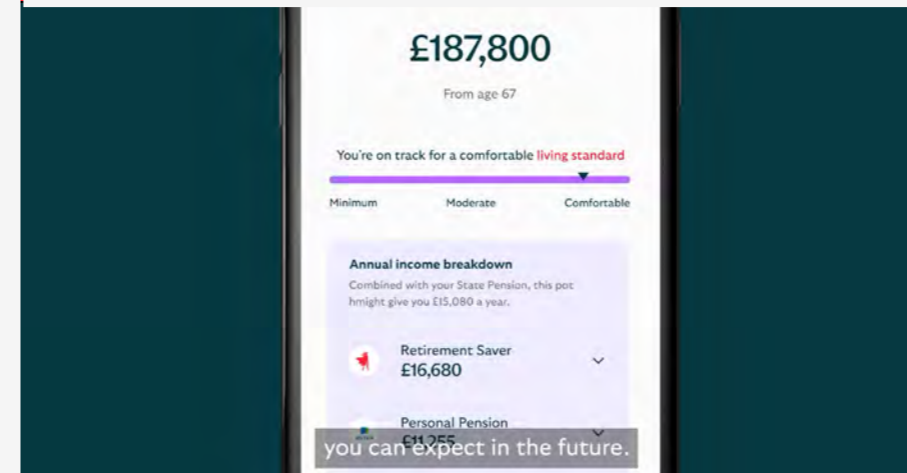
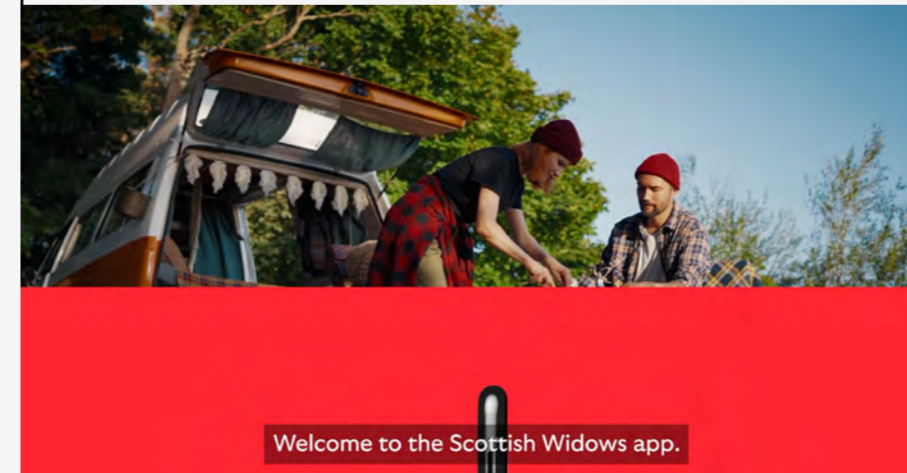
Multimedia content production for a leading pension provider.

Over the years, I've contributed across a wide range of Scottish Widows' marketing – from developing exhibition stands, info packs and digital content, to storyboarding and editing videos. Check out some stills from a new app launch, with a focus on motion graphics...

Worked on over 30 projects

Rebranded social templates

Supported multi award-winning 'Pension Mirror' campaign



*App store rating score accurate as of March 2025 from 22.4k ratings. Scottish Widows Limited, Registered in England and Wales No. 3196171. Registered office in the United Kingdom at 25 Gresham Street, London EC2V 7HN. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. Financial Services Register number 181655. Scottish Widows Administration Services Limited, Registered in England and Wales No. 01132760. Registered office in the United Kingdom at 25 Gresham Street, London EC2V 7HN. Authorised and regulated by the Financial Conduct Authority. Financial Services Register number 139398. 37218 03/25

MULTREES WALK

EDINBURGH

Client: Multrees Walk (via Savills Place)

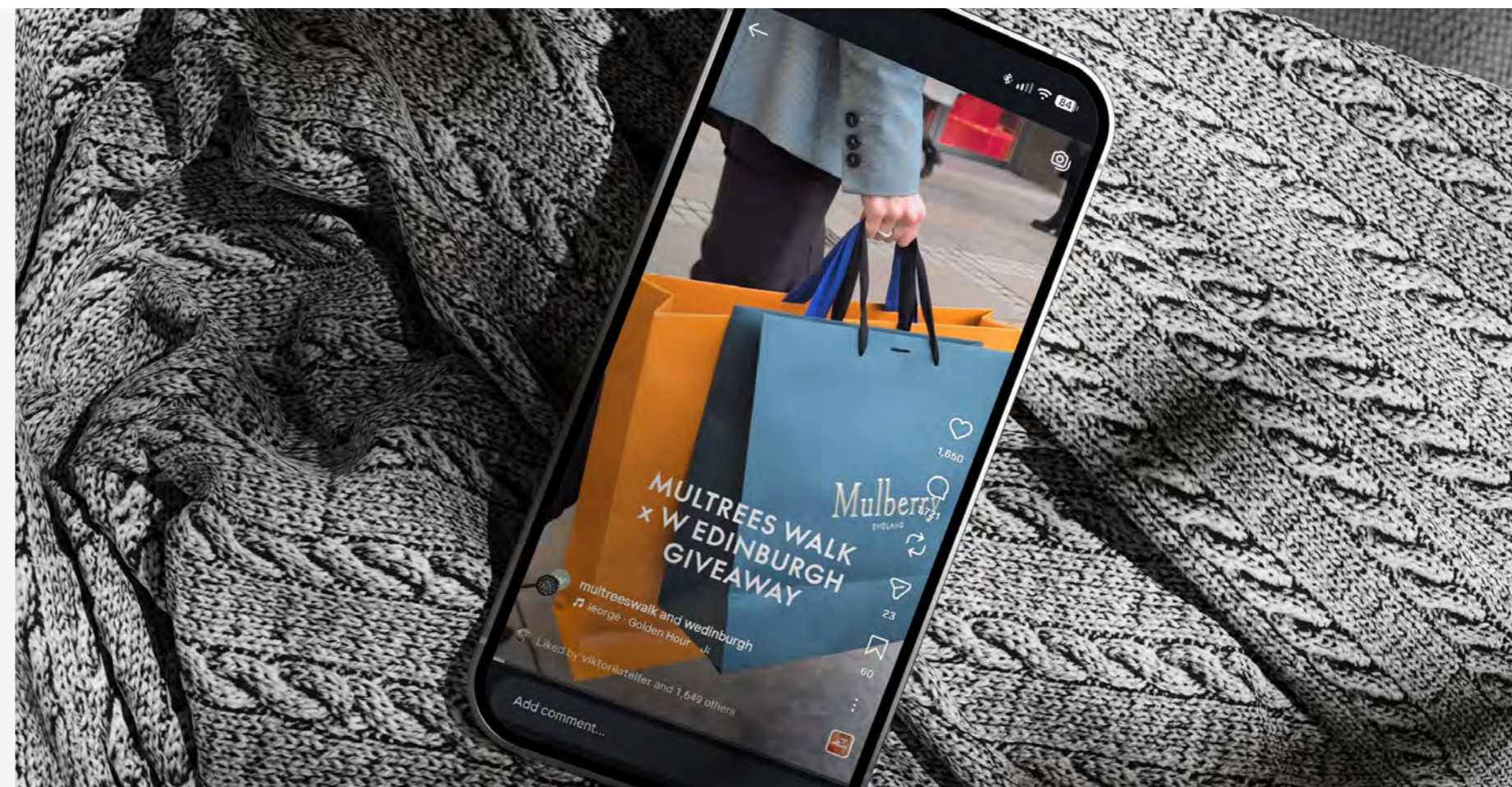
Services: Production, video editing, motion graphics

Project date: 2023-2026

Using authenticity to showcase premium products.

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 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.

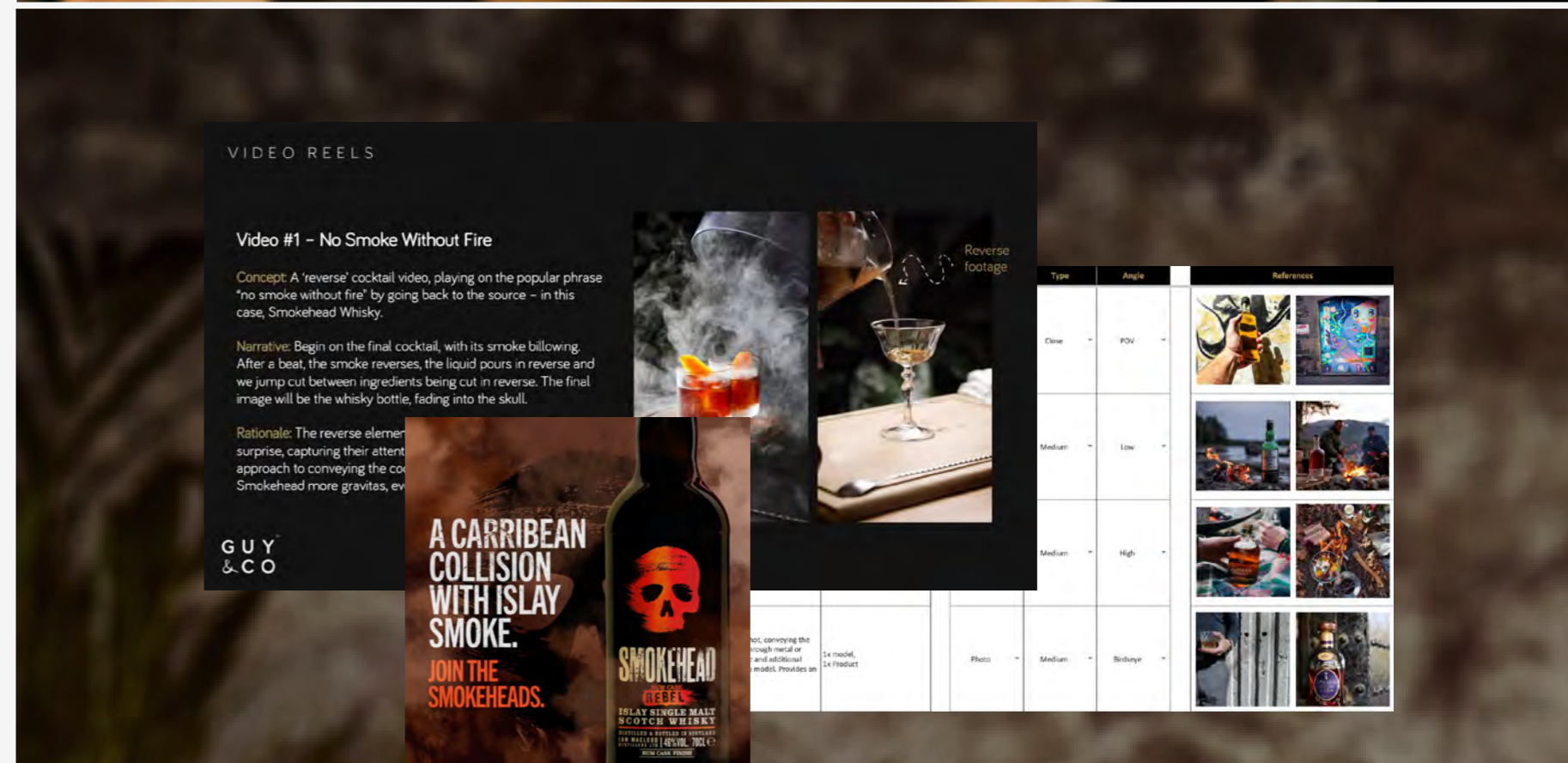
Rationale: The reverse element is a surprise, capturing their attention and providing a unique approach to conveying the core message of Smokehead more gravitas, even in a short format.

GUY & CO

A CARRIBEAN COLLISION WITH ISLAY SMOKE. JOIN THE SMOKEHEADS.

SMOKEHEAD ISLAY SINGLE MALT SCOTCH WHISKY

Type	Angle	Reference
Cine	POV	
Medium	Low	
Medium	High	
Photo	Side/eye	





Client: Shaka Social (and their many clients)

Services: Art direction, production, copywriting, strategy

Project date: 2023–2026

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

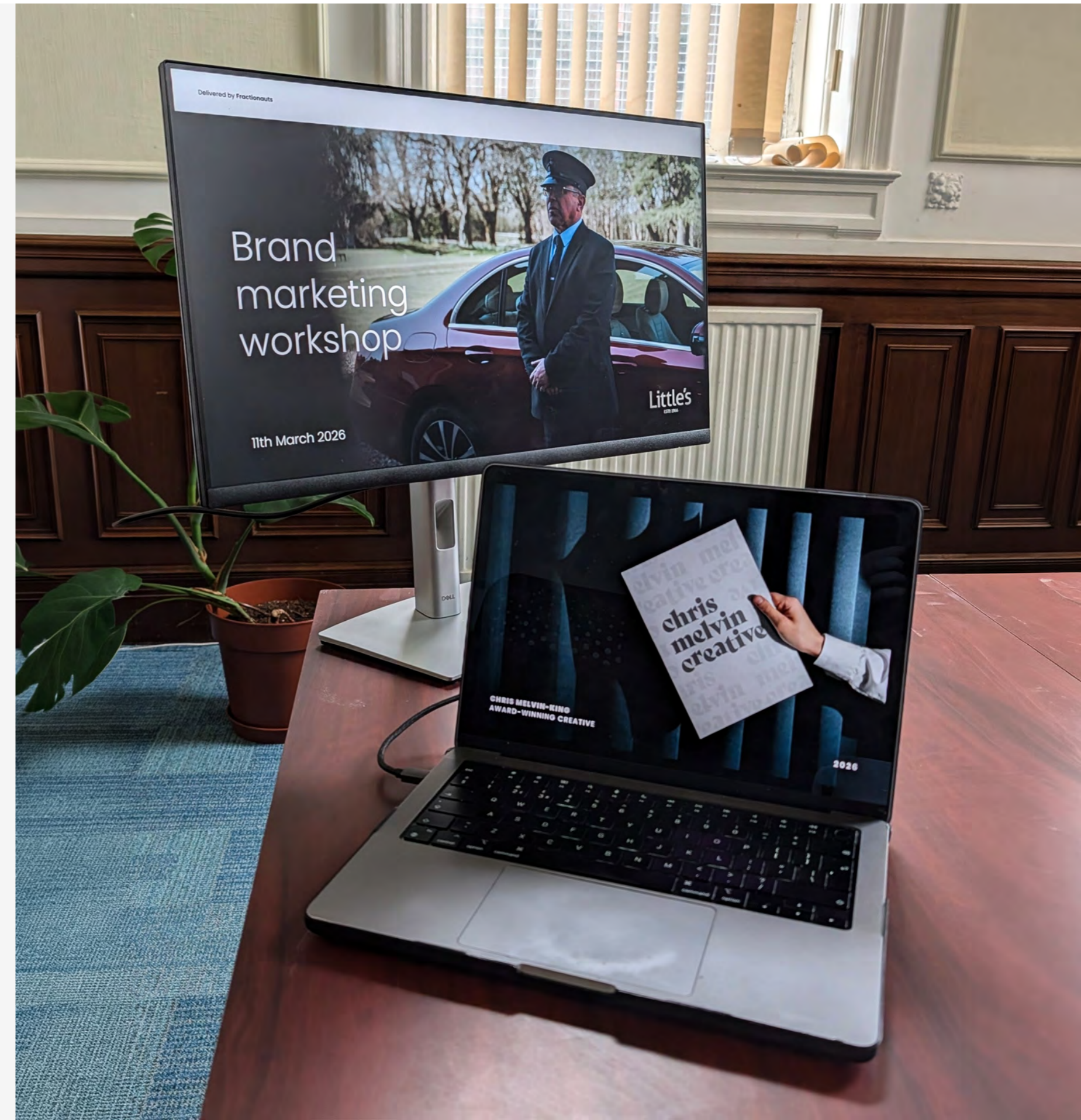
Elevating a legacy brand with a brand marketing workshop.

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





Client: Savills Place

Services: Training, production, strategy

Project date: September 2025

Training content executives at Manchester HQ.

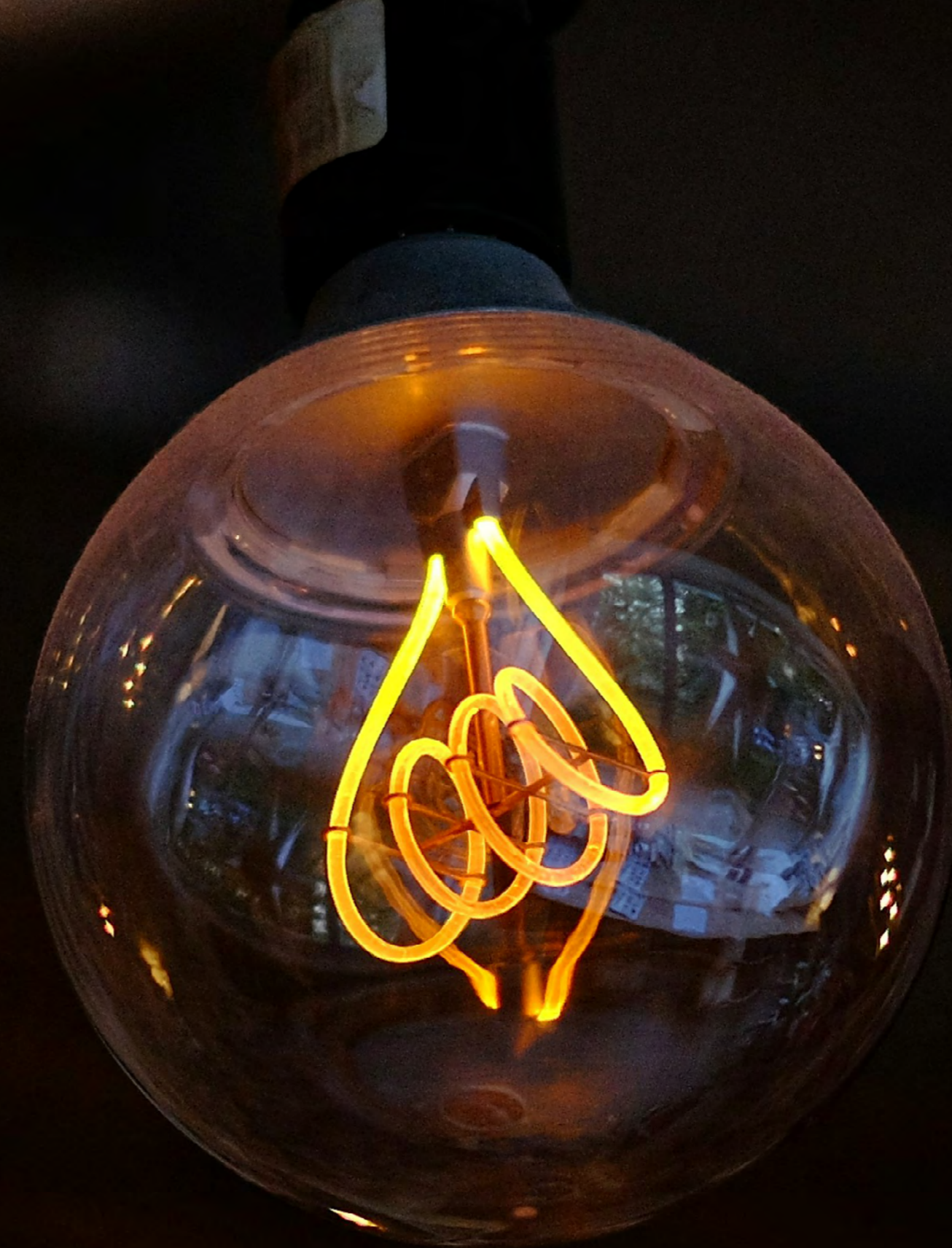
Having produced content for their various Edinburgh clients, I was invited to Savills Place to train their executive team on 'social-first' production. This covered creative direction, design fundamentals, and pre- to post-production workflows.

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 projects 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

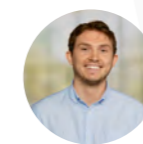
I've known Chris for a few years now, and **he's a total anomaly.** He doesn't just write the theme tune, he also sings and dances to it too. Love his work, love his attitude. Just a real cracking creative that's willing to get stuck in.



Sheryl Thomson
Creative Director
Union Direct

TESTIMONIAL #3

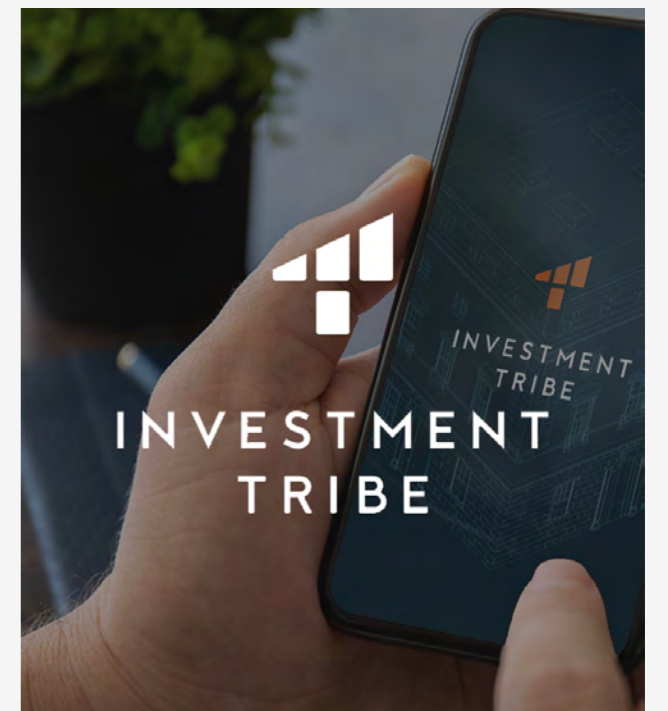
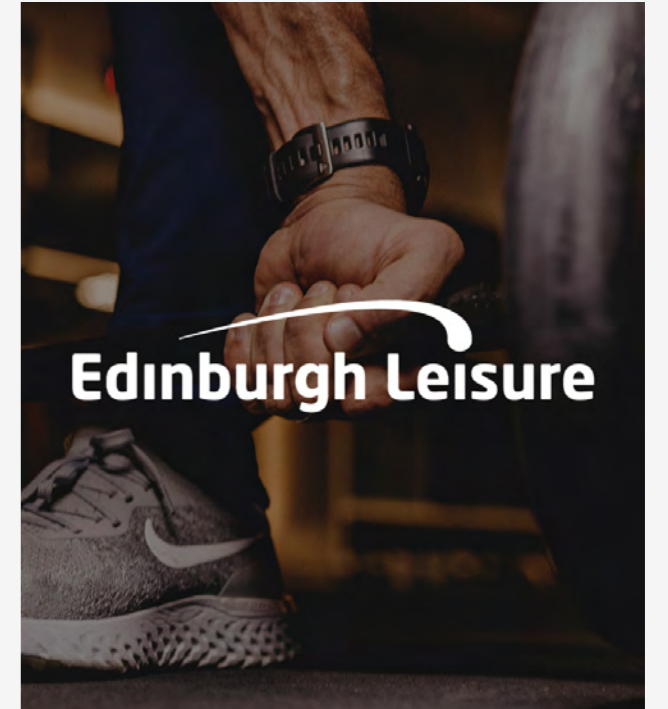
Chris recently delivered a sublime workshop for our team, focusing on video content from pre- to post-production. Our team gained a **wealth of experience** and we'll be sure to continue to work with Chris to get more wisdom when we can.



William Chadwick
Senior Marketing Executive
Savills Place

View more work online

[Portfolio overview page](#)



**chris
melvin
creative**

✉ hello@chrismelvin.co.uk

☎ (+44) 07710 576 447

in [chrismelvin](#)