

PROFILE

Creative Content Manager with 7+ years' experience delivering high-impact digital and video content for major brands for both consumer & corporate audiences. Proven track record driving audience growth, executive communications and large-scale content production, including campaigns reaching millions of consumers and communications supporting over 60,000 colleagues.

EXPERIENCE

Creative & Content Manager | Marks & Spencer | London | 2025 – Present

- Promoted to lead creative and video content across M&S' corporate channels and internal communications.
- Launched the “Roving Reporter” news content format to modernise corporate storytelling and increase engagement.
- Own end-to-end content production across major corporate events, such as Capital Markets Day and the M&S Annual General Meeting.
- Lead end-to-end production on internal communications for M&S' over 60,000 colleagues.
- Work closely with senior leaders including CEO Stuart Machin to develop clear, engaging executive communications.
- Drive significant audience growth across corporate social channels, with Instagram followers increasing 435% and LinkedIn 20% year-on-year, achieving engagement rates of 3.7% and 11.8% respectively.
- Led on content with high-ranking members of the British Parliament, including Rachel Reeves, Chancellor of the Exchequer (2025) and Kemi Badenoch, Leader of the Opposition (2026).

Asst. Creative & Content Manager | Marks & Spencer | London | 2022 - 2025

- Led video production for M&S Food's social media, engaging an audience of 5.4+ million followers across multiple platforms.
- Produced high-performing social content across Meta and TikTok, helping drive engagement and brand relevance for M&S Food, including gourmet food features, trend-led social posts, vox pops, and stop-motion videos.
- Delivered digital content for the M&S x FA partnership, using football-led storytelling to promote healthier eating habits.
- Led content production with high-profile ambassadors including Emma Willis, Tom Allen, Jill Scott, and Matt Willis, reaching a combined audience of 15 million+ followers.
- Owned budget across marketing campaigns in excess of £30,000.

Social Media Editor | Creative Converters | Melbourne | 2021 – 2022

- Executed ecommerce content for leading Australian brands including The Oodie and Bondi Sands to deliver focused creative.
- Collaborated with strategists and paid media teams to optimise content for performance and scale.

Freelance Editor | Various | Melbourne | 2020 – 2021

- Delivered post-production support across advertising and production agencies including TBWA, Bellwether Agency, and SMR Productions.
- Delivered online confirms for six TV commercials, one cinema advertisement, six OLVs, and six social videos for the client WorkSafe.

SKILLS

- Content & Video Strategy
 - Digital Marketing
 - End-to-end Video Production
 - Social Media Management
 - Corporate & Internal Communications
 - Influencer & Celebrity Partnerships
 - Motion Graphics & Video Editing
 - Senior Stakeholder Management
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EDUCATION

Bachelors Degree with Honours | Swinburne University | 2017-2020

- Bachelor of Film & Television (Honours)
 - Advanced Minor in VFX
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PORTFOLIO

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