

# Henry McDowell

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## EXPERIENCE

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### Marks & Spencer

*Assistant Creative, Content & Social Media Manager* | London, United Kingdom 2022 – Present

- I am currently an Assistant Creative, Content & Social Media Manager at Marks & Spencer Food. My main responsibilities include creating engaging, social first content for all social channels (Instagram, Facebook, TikTok, Twitter) as well as running various events on the Marks & Spencer, Colin the Caterpillar and Percy Pig accounts.
- Celebrity Ambassadors: I lead on social content production for our Celebrity Ambassador program in order to bring M&S Food to a whole new audience. Big names I've worked with include Tommy Fury (5.5m followers), Emma Willis (1.9m followers), Matt Willis (477k followers) and Lucy Verasamy (185k followers).
- FA Partnership: We have a partnership with the English, Welsh, Scottish and Northern Irish FA's which I assist in creating content for in order to promote healthy eating as part of the M&S Eat Well brand. Notable players I've worked with include Leah Williamson, Chloe Kelly and Erin Cuthbert.
- 50 Days of Christmas: I led a social-first campaign to produce 50 videos to support some of the new products that M&S had for Christmas 2022. This campaign amassed 25.5 million impressions, 430k engagements and 1.6 million video views across our core channels.
- Percy Pig's 30<sup>th</sup> Birthday: In 2022 the UK's favourite sweet turned 30! We celebrated by doing a bucket list of 30 things Percy wanted to do before he's 30, and I shot and edited a majority of this content for our social channels.

### Creative Converters

*Social Media Editor* | Melbourne, Australia

2021 – 2022

- Creative Converters are one of Australia's biggest social media agencies which scales e-commerce brands.
- As an editor I create social media content that converts on Instagram, Facebook and Tik Tok for some of Australia's biggest brands including The Oodie, Bondi Sands, Pilot, Silvi, EzLicence and Seed & Sprout.

### TBWA Melbourne

*Offline & Online Editor* | Melbourne, Australia

2021

- Worked as an Editor for the Melbourne office of the advertising agency TBWA.
- For their client Worksafe ('It's Never OK'), this included online editing 6 TVCs, 1 cinema advertisement, 6 OLVs in multiple aspect ratios and 6 social videos. Tasks included conforming and recreating the edits with the graded footage, adding in the sound mixes, adding in captions and titles, and exporting to the required specs.

## **SMR Productions**

*Offline Editor* | Melbourne, Australia

2021

- SMR are a small post-production studio specializing in TV and Radio production.
- Working as an editor on projects for Coles, involving weekly Marketing videos that the client uses to communicate with its 100,000 team members.

## **Bellwether Agency**

*Content Creator & Offline Editor* | Melbourne, Australia

2020 – 2021

- Worked as an Editor for a small Melbourne-based advertising agency.
- For their client Almonds Australia, this involved corporate videos, a virtual tour of their new Virtual Trade Stand, interviews of their team members with their brand ambassador and Australian Cricket captain Tim Paine, as well as short Social videos for Instagram and Facebook ('History of Almonds').

## **EDUCATION**

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### **Swinburne University of Technology**

*Bachelor of Film and Television (Honors)* | Hawthorn, Melbourne

*Graduated 2021*

- Advanced Minor in Visual Effects.
- Student film experience (circa 20 productions) across offline editing, online editing, visual effects, producing, assistant directing, directing and sound recording.
- Edited a range of short films, including 'Beautifully Scarred,' a documentary following two breast cancer survivors trying to regain their confidence in their body image.
- Edited and created the visual effects for a short music video for the up-and-coming Melbourne-based rock band 'Mylk.'
- Head of Department on 5 productions (short films and documentaries), including editing, producing and directing.

### **Brighton Grammar School**

*High School* | Brighton, Melbourne

*Graduated 2016*

- Gwendoline Lyndon Prize for Dux of Humanities

## **LINK TO WORK**

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[www.henrykmcowell.com](http://www.henrykmcowell.com)

**References available upon request.**