



Henry McDowell

Creative Content Manager

CONTACT



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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 of driving audience growth, engagement, and brand credibility through strategic storytelling, full-cycle video production, and senior-stakeholder collaboration. Experienced across marketing, corporate communications, social media, influencer partnerships, and large-scale financial and leadership events.

SKILLS



Content & Video Strategy



End-to-End Video Production



Corporate & Internal Communications



Social Media Management



Influencer & Celebrity Partnerships



Motion Graphics & Video Editing



Senior Stakeholder Content

EXPERIENCE

Marks & Spencer - London, United Kingdom

Creative & Content Manager, Corporate Affairs

Mar 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 for 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.
- Drove 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.

Asst. Creative & Content Manager, M&S Food Marketing

June 2022 - Feb 2025

- Led video production for M&S Food's social media, engaging an audience of 5.4+ million followers across multiple platforms.
- Produced a wide range of content 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.
- Collaborated with high-profile ambassadors including Emma Willis, Tom Allen, Jill Scott, and Matt Willis, reaching a combined audience of 15+ million followers.

Creative Converters - Melbourne, Australia

Social Media Editor

June 2021 - May 2022

- Partnered with 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 - Melbourne, Australia

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.

MY WORK

www.henrykmcowell.com

EDUCATION

Swinburne University of Technology

- Bachelor of Film & Television
 - Advanced Minor in VFX
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