



# Henry McDowell

## Creative Content & Social Media Specialist

United Kingdom

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### Skills

Content creation

Video editing

Social media management

Videography

Communication

Copywriting

## Profile

Hi. I'm Henry. Nice to meet you. I'm a passionate content specialist and social media manager with a track record of creating engaging, high performing and sales driving videos. My skill set includes full video production from conception to shooting to editing, with my portfolio stretching gourmet foodie content, on-trend social content, vox pops, stop motions and even music videos. I look forward to talking with you through any opportunities!

## Employment History

### Assistant Creative, Content & Social Media Manager, Marks & Spencer, London

2022 – Present

- I currently work in the M&S Food content & social media team, leading across the production of content for their social media platforms (over 5.4 million followers across Instagram, Facebook, TikTok & X). From gourmet foodie content, to on-trend social content, to vox pops, to stop motion to even working on music videos, I have quite literally done it all!
- I lead on content production for M&S Food's large network of celebrity ambassadors, with a combined following of over 15 million people! Some of the key people I've worked with includes Emma Willis, Tom Allen, Matt J. Willis, Jill Scott, Ian Wright, Tommy Fury, Jordan North, Tom Kerridge, Chris Stark, Lucy Verasamy, Claire Richards and more!
- I have been responsible for editing production-quality footage for usage on social. This is more than just re-framing to vertical - this is about making edits that are fun, snappy and engaging on footage that was initially filmed for long-form.
- I have worked extensively on television content for shows M&S Food are involved with, including Cooking with the Stars (2023, 2024), Tom Kerridge Cooks Britain (2024) and Inside M&S (2024, 2025).

### Social Media Editor, Creative Converters, Melbourne

2021 – 2022

- Creative Converters are one of Australia's biggest social media agencies which scales ecommerce brands.

- As an editor I created social media content that converted on Instagram, Facebook and TikTok for some of Australia's biggest brands including The Oodie, Bondi Sands, Pilot, Silvi, EzLicence and Seed & Sprout.

### **Offline & Online Editor, TBWA Melbourne, Melbourne**

2021 – 2021

- I 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.

### **Content Creator & Offline Editor, Bellwether Agency, Melbourne**

2020 – 2021

- I worked as an Editor for a small Melbourne-based advertising agency.

### **Offline Editor, SMR Productions, Melbourne**

2020 – 2021

- I worked as an editor on projects for Coles Group, involving weekly Marketing videos that the client used to communicate with its 100,000 team members.

## **Education**

### **Bachelor of Film and Television (Honors), Swinburne University of Technology, Melbourne**

2017 – 2021

- Advanced minor in visual effects

### **Brighton Grammar School**

2010 – 2016

- Dux of humanities (2016)

## **References**

References available upon request.

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