

# JONATHAN HURDISS

## SENIOR CREATIVE LEAD | DIGITAL, SOCIAL & MULTIMEDIA

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Showreel: [vimeo.com/user29851921/jhurdshowreel](https://vimeo.com/user29851921/jhurdshowreel) | Website: [edgescreative.com](https://edgescreative.com) | LinkedIn: [linkedin.com/in/jonathan-hurdiss-551a6231](https://linkedin.com/in/jonathan-hurdiss-551a6231)

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### PROFESSIONAL PROFILE

Design-aware, hands-on Creative Lead with 12+ years' experience developing campaigns and bespoke content across digital, social, video, animation, photography and branded production. Combines agency, in-house and broadcast experience with strong creative judgement, practical production knowledge and calm leadership under pressure. Experienced in shaping concepts, presenting to clients and senior stakeholders, directing multidisciplinary contributors and giving clear feedback from brief through delivery. Collaborative, proactive and focused on raising the craft and effectiveness of every piece of work.

### CORE CAPABILITIES

Creative Leadership | Creative Concepts & Campaigns | Creative Strategy | Art Direction | Digital Advertising | Social Content | Video & Multimedia | Motion Graphics | Design Direction | Copy & Storytelling | Digital Production | Web Content | Print & Photography | Brand Guidelines | Client Presentations | Client Services | Multidisciplinary Team Direction | Creative Feedback & Mentoring | Supplier & Freelancer Management | Adobe Creative Suite | Premiere Pro | After Effects | Photoshop | AI-assisted Concepting & Production

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### PROFESSIONAL EXPERIENCE

#### TUI UK & Ireland

Senior Video Editor | Editorial & Creative Lead | February 2023 to Present

- **Reduced cost per qualified landing-page visit by 45%** by developing audience-led campaign concepts, creator partnerships and digital executions informed by performance data.
- Elevated campaign output across paid social, organic social, brand, creator and destination channels by translating client and commercial objectives into clear creative direction.
- Improved creative quality by actively contributing to concepts, treatments, scripts, filming, editing, motion graphics, sound design, colour grading and final delivery.
- Strengthened cross-disciplinary work by directing editors, designers, creators, presenters and international production partners from brief through production and post-production.
- Increased stakeholder confidence by presenting creative routes and recommendations to senior colleagues across Brand, Marketing, Commercial, Social and Production.
- Improved digital relevance across TikTok, Instagram, YouTube and paid media by applying platform behaviours, audience insight and social-first production best practices.
- Raised team output by mentoring approximately four to six editors, creatives and freelance contributors through clear direction, practical feedback and structured reviews.
- Increased delivery capacity by anticipating production challenges and introducing reusable frameworks, clearer approval stages and resource plans across simultaneous projects.
- Protected creative and commercial standards across projects of approximately **£20,000 to £200,000** by balancing ambition with brand guidelines, deadlines, budgets and available talent.
- Expanded creative experimentation by developing AI-assisted concepting and production workflows with partners including Google and Meta.

#### Promineo

Content & Creative Lead | January 2021 to January 2023

- **Increased digital engagement by approximately 80%** by developing audience-led concepts and channel strategies across B2B and B2C campaigns.
- Made complex propositions more engaging by translating them into clear campaign ideas, digital design, animation, video and social content.
- Improved consistency and delivery speed by building reusable creative templates, briefing frameworks and production workflows.
- Maintained quality across six to ten concurrent projects by directing freelancers, managing feedback and balancing priorities and budgets of approximately **£5,000 to £25,000**.

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### PROFESSIONAL EXPERIENCE CONTINUED

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#### Edges Creative

**Founder & Creative Lead** | January 2019 to February 2023 | Independent consultancy alongside permanent roles

- Built a creative consultancy that delivered more than **25 bespoke campaign, editorial and social projects** for approximately 10 to 15 clients across different sectors.
- Generated approximately **50% of work through repeat business and referrals** by building strong client relationships and delivering against creative and commercial objectives.
- Improved client decision-making by running discovery, shaping briefs and presenting creative concepts, treatments and practical production recommendations.
- Raised the quality of delivery by leading multidisciplinary freelancers and suppliers across design, film, photography, animation, copy and digital content.
- Delivered work reliably under changing priorities by identifying production challenges early, recommending alternatives and managing scope, schedules, feedback and budgets of approximately **£3,000 to £20,000**.

#### Selected Broadcast Clients: BBC, ITV, Sky, UKTV & Channel 5

**Producer | Director | Editor** | 2015 to 2019

- Delivered high-profile factual and entertainment productions by leading concepts, story development, contributor direction, filming and post-production.
- Maintained creative and editorial standards under demanding deadlines by coordinating production, technical and post-production specialists.
- Strengthened audience engagement by turning complex stories into clear visual narratives through strong craft, editorial judgement and attention to detail.
- Made critical creative and production decisions at pace during live, near-live and fast-turnaround projects.

### LEADERSHIP & WORKING STYLE

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- Lead and contribute: set a clear creative direction while remaining ready to develop ideas, solve problems and improve the work directly.
- Give designers, copywriters, editors, animators and production partners constructive feedback grounded in the brief, audience and channel.
- Build trusted relationships with clients, colleagues, freelancers and suppliers through clear communication and a calm, collaborative approach.
- Adapt quickly to changing priorities while protecting craft, brand consistency and delivery standards.

### EDUCATION & PROFESSIONAL DEVELOPMENT

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**MA Film & TV Production** | Falmouth University

**BA Fine Art & Philosophy** | University of Reading

**Foundation Diploma** | Central Saint Martins

**Mini MBA in Marketing** | Mark Ritson

**Adobe Certified Expert, Creative Cloud**

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Showreel and further project examples are available through the Vimeo and Edges Creative links on page one.