

Ted Hunt

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profile:

As an independent *creative strategist* I continually endeavour to draw upon a multi-dimensional background which encompasses over two decades of recognised commercial work, self-initiated practice, and grassroots voluntary commitments. Learnings from the lived experience of the early web's 'boom and bust' phases as an agency-side web designer which subsequently evolved into a once in a lifetime client-side role. During my time at *innocent* I helped to pioneer the new opportunities found within the recontextualisation of brand purpose brought about by the democratisation and socialisation of the internet. This foundational digital/social experience is coupled with the invaluable lessons and insights I gained as a key member of *innocent's* small, yet esteemed, in-house creative team during the brands exponential growth years and navigating the transition to purchase by *Coca Cola*. A growth that was primarily driven by a horizontal collective entrepreneurialism, and what arguably became a blueprint for best practice for purpose-driven brands/ campaigns/ communications / products. I now consciously divide my time between three interdependent tiers of my work; commercial, self-initiated, and voluntary.

skill sets:

Creative Strategy, Digital Strategy, Social Strategy, Purpose Driven Brand Strategy, Sustainable Campaign Strategy, Campaign Strategy, Activation Ideation and Strategy, Workshop Delivery

commercial work:



March 2022 - April 2022
Freelance Digital Strategist

- Working with R/GA New York upon the digital and social strategy for the global Samsung account.



July 2020 - March 2022
Freelance Creative Strategist

- Through my voluntary work with *Good for Nothing* I have recently been collaborating with *Good for Something*. Our ongoing work with *Ecover* is currently engaged with conceptualising and activating an 'Experiments in Waste' campaign enacting the brand's social purpose and heritage of thought leadership within sustainability.



April 2020 - Oct 2020
Freelance Creative Strategist
WaterAid, RSPB, Build Back Better

- My remote strategy work with the change making creative collective *Glimpse* has centered around ongoing 'rapid-response' creative strategy propositions which outline pragmatic optimism ideas and activations for charities and organisations - with a particular focus upon initiating the hope of a post-pandemic green recovery.



2017 - 2020
Freelance Creative Strategist
The Rapids, Wonderman + Thompson, Blend, Other Way, HarrimanSteel, Semaine, Moju ..



April 2017 - August 2017 / January 2018 - May 2018
Freelance Social Strategy Director
Compare the Market, O2

- Working with VCCP Blue, and then VCCP Kin, I led four month deep-dive immersions into the digital/social strategies for two of the UK's most recognised consumer brands. The work resulted in the production of a definitive 'social playbook' for *Compare the Market*, and the outline of a content driven digital brand platform for *o2* that would ensure a sustained vehicle towards their ambition to be the UK's most loved brand.



2014 - 2017
Freelance Creative Strategist
Us Two, Dazed, Other Way, Rapier, Zone, Higgidy, Graze ..



May 2015 - October 2015
Freelance Senior Digital Planner
Always #LikeAGirl, Samsung, New Biz

- The increasing adoption of purpose-driven brand campaigns saw me commissioned to author the brief for the second iteration of the multi-awarded #LikeAGirl global social movement for gender equality. The 'difficult second album' was navigated by addressing the same subconscious gender discrimination, but in digital spaces.



2013 - 2018
Freelance Creative Strategist / Content Strategist / Producer
The Philosophers Mail, Art as Therapy, The School of Life

- In 2014 I was approached by Alain de Botton to facilitate the launch of *The Philosophers' Mail* - a critical reimagining of a news organisation, reinterpreting current affairs as philosophy. The resulting initiative successfully levered the popularist vehicle of online news content in order to deliver the niche wisdom of philosophy into everyday life. The site received international media recognition and rapidly gained over 1 million unique visits, achieved on a minimal budget.



2010 - 2014
Freelance Strategist
Karmarama, 101, jkr, Analog Folk, Independence Utd ..



July 2006 - October 2010
In-house Digital & Emerging Media Manager

- During my time at *innocent* I effectively operated as a one-man internal digital agency, gaining unique insights into the complex interdependencies of pioneering the digital/social ecosystem of one of the UK's most loved ethical brands . Through an applied strategy of 'monologue to dialogue' I took *innocent* from having no social media presence upon my arrival, to No.1 in the *Social Brands 100 List* upon my exit.



1999 - June 2006
Senior Web Designer
Levi's EU, Heavenly Records, RSPCA, Channel 5, BBC, New Biz

- At the turn of the millennium I began my career as a web designer at one of London's most recognised independent digital marketing agencies working across sectors including; fashion / music/ entertainment / public sector / charity/ tech / startup/ finance / automobile / leisure.

self-initiated practice:

-  Oct 2020
Designer / Creator
Circa Lunar - Kickstarter Project
-  September 2020
Speaker - Design with Time
London Design Festival 2020
-  March 2020 / March 2019
Speaker / Workshop Facilitator
Internet Age Media Festival
-  Oct 2019 - Jan 2020
Artist Exhibitor
24/7 - Somerset House
-  Sept 2019
Designer / Creator
Circa Solar - Kickstarter Project
-  April 2019 - Sept 2019
Co-Author / Lead Researcher
Somerset House Studios x
King's College London

-  Oct 2019
Designer / Creator
else x Next Generation Internet
Nesta + European Commission
-  April 2017 - April 2020
Resident Artist
Somerset House Studios
- 2015 - 2021
Exhibitor
Hello Robot - Touring Exhibition
Conspiracy - The Centre for
Investigative Journalism
Mother of All Demos - Somerset
House
- Featured in;**
WIRED, The Guardian, The
Observer, Fast Company, Core
77, Dezeen, Modern Weekly
China, Global Wellness Summit
2020 Trends Report ..

voluntary work:

-  March 2021 - To date
Advisor to Intercitizen Council
The Billion Seconds Institute, a
non-profit initiative by IAM.
-  March 2020
Volunteer Creative / Strategist
Good For Nothing x Extinction
Rebellion
-  Sept 2019
Volunteer Creative / Strategist
Good For Nothing x Green
Economy Coalition
-  July 2019
Volunteer Creative / Strategist
Good For Nothing x UK Student
Climate Network
- June 2019
Mentor to Cedric Mizero, Rwanda
British Council - International
Fashion Showcase 2019

formal education:

- 2014-2016 Royal College of Art MA Design Interaction
- 1995-1998 University Of Wales College Newport BA Hons Graphics
- 1992-1995 Pembrokeshire College BTEC First Diploma/ National Diploma in Art & Design

lifelong learning:

2010- to date: **Member/Volunteer: Good For Nothing**
Good For Nothing is a social mission fueled by creative individuals looking to use their skills to do good, in exchange for no financial reward. We give time and energy to create stuff that supports small organisations trying to make positive impact and change in the world.

2014: **Marina Abramović Institute**

Participant in eight hours of Marina Abramović 512 hour performance at London's Serpentine Galleries on Day 8. Exercises from the 'Abramović Method' included; seated meditation/ contemplation, standing meditation, slow walking, rice & sesame counting and a nice lay down.

October 2008: **innocent business academy**

2 day intense MBA inspired course co-authored by *innocent's* leadership team and a leading professor at London Business School, intent on helping attendees make better business decisions covering: Project Lifecycles & Management, Buying and Negotiation and Preparing & Presenting a Financial Business Case.

endorsements:

"There's a guy called Ted and he's just doing these things. I've never asked him, he's never asked me, and I love that about having people that are passionate and do what they do best. That's the job of people running the business, to find out what the business needs and what an individual is passionate about, and match those two up and you're off to the races."

Richard Reed, Co-Founder, innocent drinks.

"Ted is a legend. A man who is capable of having great ideas, figuring out how to make them work and then making them a reality. He has a unique mix of creative and practical skills, and understands the digital world as much as any man on Earth. Really. And he smiles a lot. A great person to work with."

Dan Germain, Head of Creative, innocent drinks

"I strongly recommend Ted. He is a great creative with an impressive knowledge of the digital world. I really enjoyed working with him, both professional and fun, inspiring and pragmatic. He brought a lot to innocent communication over the last few years and I hope we will work together again."

Thomas Delabriere, Marketing Director, innocent drinks

"When I look at Ted's interventions, gathered in this booklet, I see two things: a parallel world where online media offers up thoughts and ideas that seed a collective imagination rather than promoting division; and, a reminder of the importance of imagining how things might be otherwise."

Professor Anthony Dunne, Parsons School of Design / Dunne + Raby

"Ingenious"

Laura Cumming, The Observer