

**Ted Hunt**

**date of birth:**

04 May 1976

**web:**

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**profile:**

Ted Hunt has a unique background in hands on experience within digital strategy and communications having held the role of Digital & Emerging Media Manager at innocent drinks from 2006-2010. Here he was solely responsible for building the 'digital brand' of one of the UK's most-loved companies across all UK websites and social media channels. He took the brand from having no social presence on his arrival, to being awarded No 1 in the Social Brands 100 list on his exit. Ted holds a Masters degree in Design Interactions from the Royal College of Art and is an invited Fellow of the Royal Society of Arts. He currently shares his time between creative strategy for some of London's most creative agencies/clients and ongoing self initiated research and independent design projects exploring technological applications and implications commissioned by / shown at renowned international galleries and institutions (visit: ted-hunt.com).

**skill sets:**

Creative Strategy, Planning, Social Strategy, Digital Strategy, Campaign Planning, Digital Planning, Workshop Delivery, Marketing Consultancy, Branding Consultancy, Service Design, Screen Design, Creative (art/copy), UX, Full Stack Creative, Growth Engineering,

**edited work history:**

October 2010 - To date

**Freelance Creative Strategist / Planner** this is helpful

this is helpful is a creative strategy focused digital, marketing & engagement consultancy run by Ted Hunt. Bringing 15+ years of proven brand centered digital experience to big companies looking for small business entrepreneurialism & competitive agility, and small companies looking for big business rigour & results. Clients to date include Virgin Media, Adobe EU, Alain de Botton, Dazed & Confused, Divine Chocolate, Higidy, Levi's US, The School of Life, Graze, Pizza Express and Cannes Lions, along with agencies such as VCCP, Karmarama, Us Two, Fluxx, Independents United, Possible London, Otherway, Analog Folk and 101.



April 2017 - August 2017

**Freelance Social Strategy Director** VCCP Blue

Clients; Compare the Market, Molson Coors, London Midland, New Business



April 2017

**Freelance Strategy Director** Rapier

Clients; New Business



July 2016 - August 2016 / July 2015 - September 2015

**Freelance Creative Strategy Director** Otherway

Clients; Moju Cold Press Juice, Tenner



May 2014 - October 2014

**Freelance Senior Digital Planner** Holler

Clients; Always (#LikeAGirl), Samsung, New Business



January 2014 - May 2014

**Freelance Senior Creative Strategist** Possible

Clients; Liz Earle, SML Hotels, New Business



June 2013 - To Date

**Freelance Creative Strategist/ UX/ Screen Design** Alain de Botton

Clients; The School of Life, Philosophers Mail, Art as Therapy



June - July 2013

**Freelance Creative Strategist** Us Two

Clients; Whale Trail, New Product Development



March 2013

**Freelance Digital Strategist** Dazed & Confused



July 2006 - October 2010

**Digital & Emerging Media Manager** innocent drinks

Campaigns; Fruit Stock, The innocent Village Fete, innocent AGM, The Big Knit, Ongoing ATL

**formal education:**

2014-2016 Royal College of Art MA Design Interactions  
2013-2014 Royal College of Art MA Service Design  
1995-1998 University Of Wales College Newport BA (Hons) Graphics 2:1  
1992-1995 Pembrokeshire College BTEC First Diploma/ National Diploma in Art & Design  
1987-1992 Greenhill School Tenby 9 GCSE's

**life long learning:**

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.

2010- to date: **Member/Volunteer: Good For Nothing**

Good for nothing 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.

2011-2012: **Member/Volunteer/Part Owner: The Peoples Supermarket**

Volunteer of minimum 4 hour shift per month and contributor to marketing committee.

September 2009/2010: **Do Lectures attendee**

Active attendee of 2009 and 2010's Do Lectures, a tiny event in a quiet corner of Wales with ambitions to change the world through spreading inspiring ideas.

October 2008: **innocent business academy**

2 day intense MBA inspired course prepared by innocent 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.

2005: **Jatson Chumig School & Orphanage Lhasa, Tibet**

4-week voluntary placement leading art and craft lessons for Tibetan children housed at Lhasa's largest orphanage.

**myers-briggs profile 2008:**

ENTP Leads by developing novel strategies for new enterprises. Influences by going the extra mile. Focus is innovation models, conquering challenges.

**insights discovery profile 2009:**

Red/Yellow/Green/Blue

**best self profile:**

When I am at my best, I am heavily creatively and vision focused. I am enthusiastic about new ideas, concepts and trends and I craft bold innovative visions. I am an innovative problem solver who dedicates himself to the pursuit of the new. I deliver consistently better results when ownership and responsibility is given and will craft brave ambitious visions matched to realistic strategies for delivery. Recognition of thought leadership and achievements drive me to dedicate great efforts to better myself. I tend not to waste energy thinking about missed opportunities but will learn from failures. I stay focused and concentrate on what is possible and achievable within given resources but am highly ambitious in what I hope to achieve on micro and macro levels. I paint visions and provide new ways for people to think about things. I use metaphors and stories to do this and find interesting and compelling stories in everyday situations and experiences, helping people to understand new concepts. I strive to be interesting by being interested.

**nice things people have said about me:**

*"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**

*"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.**