

Ted Hunt

date of birth:

04 May 1976

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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.

specialities:

Creative Strategy, Digital Strategy, Marketing Consultant, Branding Consultant, Service Design, Comms Planning, Creative, UX, Growth Engineer

recent work history/ case studies:

October 2010 - To date

Founder/ Creative Strategist 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 focused digital experience to big companies looking for small business entrepreneurialism & competitive agility. And small companies looking for big business rigour & results. All delivered through a refreshing approach of genuine helpfulness. Clients to date include Virgin Media, Adobe EU, Dazed & Confused, Divine Chocolate, Levi's US, The School of Life, Graze, Pizza Express and Cannes Lions, along with agencies such as Karmarama, UsTwo, Fluxx, Independents United, Analog Folk and 101.

POSSIBLE

January 2014 - May 2014

Senior Creative Strategist Possible

Alain de Botton

June 2013 - March 2014

Creative Strategist/ UX/ Screen Design Alain de Botton

this-is-helpful.com/portfolio/AdB



June - July 2013

Creative Strategist Us Two

this-is-helpful.com/portfolio/ustwo



March - July 2013

Creative Strategist/ Comms Planner Harper Voyager

this-is-helpful.com/portfolio/GOT

DAZED

March 2013

Digital Strategist Dazed & Confused

this-is-helpful.com/portfolio/dazed

flux^{hr}

April 2011 - August 2012

Branding Consultant/ Creative Strategist Fluxx Network

this-is-helpful.com/portfolio/fluxx

KARMARAMA
Good Works

July 2011 - February 2012

Creative/ Digital Strategist Karmarama

this-is-helpful.com/portfolio/karmarama



August 2007 - October 2010 [Full Time Role]

Digital & Emerging Media Manager innocent drinks

Responsibility for taking innocent from a monologue to dialogue digital positioning. As a one man digital team I gained invaluable in-depth experience in defining digital strategy and objectives, managing external agencies and suppliers, copy writing, designing, art directing and implementing ongoing digital activity, along with responsibility for measuring and reporting learning's and results. My role at innocent has allowed me embrace entrepreneurial creative thinking, and more importantly doing, whilst having the unique opportunity to experiment freely and learn from a world renowned brand.

July 2006 - August 2007 [Full Time Role]

Senior Web Designer/ Creative innocent drinks

>LATERAL

October 2000 - June 2006 [Full Time Role]

Senior Web Designer Lateral Net (online marketing agency)

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, and rice & sesame counting.

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.

2006: **innocent academy**

2 days course covering Leadership/ Problem Solving/ Personal Effectiveness/ Negotiation & Presentation.

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

4-week voluntary placement leading art and craft lessons for Tibetan children homed 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.