

JONNY CORK

CREATIVE CONTENT AND MARKETING SPECIALIST



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EDUCATION

Sound Design (Ma) Distinction

Bournemouth University, UK

2015 - 2016

Music Production (BA) 2:1

Brighton University, UK

2011 - 2014

Sedbergh School

2007-2011

HARD SKILLS

Adobe Premiere Pro

Adobe Photoshop

Adobe InDesign

Adobe After Effects

Canva

CapCut

Blender

Mailchimp

Facebook Ads

Google Ads / Analytics

Hootsuite

Ableton Live

Pro Tools

Logic Pro

Microsoft Office

PROFILE

Confident and adaptable creative with 8+ years' experience delivering content, strategy, and marketing across music, tech, and digital media.

Skilled at leading projects from concept to execution - including video, design, brand development, and campaign rollouts. Comfortable producing social-first content, coordinating with talent and clients, and creating standout assets, bringing a mix of creative flair, production knowledge, and sharp commercial thinking.

Equally comfortable hands-on or leading a team, I've worked with top artists and global brands to help tell stories that connect, grow, and perform.

WORK EXPERIENCE

Content Lead & Marketing Executive

Cr2 Records / 2019 - Present

- Led content creation and marketing support on major releases including Matt Sassari's 'Give It To Me' (500M+ Spotify streams) and Hugel's 'Morenita' and 'Marianela' (100M+ each), alongside multiple Beatport No.1s and Top 10s.
- Directed content days end-to-end for artists & singers; handling logistics, gear, storyboarding, and direction to deliver assets for upcoming releases in the roster.
- Commissioned and managed freelancers for lyric videos, including one used in a release with over 30M+ views.
- Oversaw a 'Work with Artists' campaign, working with TikTok's internal team, and liaising with content creators & agencies to push label releases, through paid incentives and platform-backed promotion.
- Developed and executed content rollouts and strategies for upcoming releases across Instagram, TikTok, and YouTube based on platform trends and audience insights.
- Managed all social media accounts for the label, and ran paid digital campaigns via Facebook Ads, Google Analytics, and Hootsuite to grow reach and engagement.
- Created a wide range of visual and audio assets: social media content, brand decks, ad beds, motion graphics, banners, blogs, and graphic design across formats.
- Worked directly with high profile artists like Purple Disco Machine, Hugel, Felix Jaehn, Ofenbach, Goodboys, Merk & Kremont, Alex Gaudino, and Dirty Vegas to align creative with campaign goals.

HIGHLIGHTS

2,000+ creative assets delivered

100+ artist & brand collaborations

400+ projects across music & media

Focused on storytelling and design

Deadline-driven and adaptable

Maintained <95% on-time delivery

50M+ views on YouTube content

Agile approach to creative challenges

Strong background in Marketing

ABOUT ME

Classically trained pianist and singer, earning a diploma in the latter.

Former National Youth Choir member for 3 consecutive years.

Keen music producer, attending weekly studio sessions, and self-releasing music.

Ongoing supporter of Cancer Research UK, taking part in various fundraising runs and volunteer events.

First ever TikTok went viral, amassing over 1 million views.

INTERESTS



Cycling



Sci-Fi



Gaming



Dance/Electronic



Watford FC



Formula 1



Technology



Bouldering

EXPERIENCE CONTINUED

Content & Product Coordinator

Sample Tools by Cr2 / 2017 - Present

- Managed uploads, metadata, and QC for all releases across 13 global distributors and sample libraries.
- Collaborated with external developers, planned and launched a paid subscription service within the Sample Tools website, generating over 1,600 sign-ups.
- Sourced and commissioned producers and vocalists worldwide for releases, contributing to multiple bestsellers on different distribution platforms.
- Created visual and audio assets for releases, including music, artwork, video demos, tutorials, promotional clips, and social media content.
- Worked together with external developers to design and deliver a Sample Tools by Cr2 mobile app, allowing full access to desktop features on the go.
- Maintained and updated the company website CMS, incorporating copywriting, UX, and SEO improvements.
- Led the setup of an affiliate program with SoundCloud, securing newsletter placements that boosted traffic and subscriptions on the Sample Tools site.
- Ran paid ad campaigns via Facebook Ads Manager, from asset creation to performance tracking.
- Coordinated collaborations on various products with brands including Splice, Roland, AKAI, KORG, Landr, and FL Studio.

Freelance Content & Design

Freelance / 2016 - Present

Created audio, visual, and design content for clients, artists, events, and music brands.

Work includes:

- Visualisers, lyric videos, and music promos for leading electronic artists, including a visualiser for Eli Brown (UMG) that has amassed 10M views on Youtube.
- Social-first content for Instagram, TikTok, Facebook and YouTube, working with leading artists: Sara Landry, Ben Hemsley, Hannah Wants, Solardo, and more.
- AI generated visuals for music promos and social content, including an official music video generated entirely from AI (Runway, Luma, Pika, Midjourney).
- Animated content and kinetic typography for clients, labels, and artists.
- Visuals and motion content for DJ sets and live shows, with work featured at Creamfields, We Are FSTVL, and Sonus.
- Brand Decks, pitch presentations and document design for campaigns and client proposals.
- Audio work for TV ads, short film soundtracks, and VST presets for various DAW plugins.

References available upon request.