Jonny Cork

Creative Content Producer | YouTube & Social-First Video

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PROFILE

Creative content producer with 9+ years running lean, high-volume video production for independent music brands, with sole responsibility for content output across two brands. Produce 20–30 video assets a week across YouTube, TikTok and Instagram, own the pipeline from concept and shoot through edit, publishing and performance review, and brief and manage freelancers (around 50 projects commissioned). Direct shoots end to end, from logistics and storyboards to on-set direction and post. Work includes a YouTube visualiser with **14M views** and content for releases with **850M+ streams**.

EXPERIENCE

Content Lead & Marketing Executive 2019 – Present
Cr2 Records (now part of Create Music Group)

- Run the label's content operation largely solo, producing **20–30 video assets a week** across YouTube, TikTok and Instagram, including platform-native short-form, paid-ad creatives and release campaigns.
- Plan and deliver content around a fixed release calendar of 3–4 singles a month, now scaling to 2 releases a week; schedule shoots, edits and approvals to hit every release date.
- Direct artist content days end to end: logistics, gear, storyboarding, on-set direction and editing.
- Brief, commission and manage freelance editors, animators and creatives, giving creative direction and feedback and signing off final deliverables; **around 50 projects commissioned**, including a lyric video with 30M+ views.
- Led content and marketing support on major releases including Matt Sassari's "Give It To Me" (**850M+ Spotify streams**) and Hugel's "Morenita" (200M+), plus multiple Beatport No.1s and Top 10s.
- Oversaw TikTok's "Work with Artists" campaign with the platform's internal team, liaising with creators and agencies to push releases through paid incentives and platform-backed promotion.
- Manage the label's social accounts and run paid campaigns via Meta Ads and Google Ads, using performance data and platform insights to shape future content.
- Produced campaign content for releases involving David Guetta, Purple Disco Machine, Robbie Williams, Felix Jaehn, Ofenbach, Goodboys, Merk & Kremont, Alex Gaudino and Dirty Vegas.

Content & Product Coordinator 2017 – Present
Sample Tools by Cr2

- Produce video demos, tutorials, promo clips and social content for around 3 product releases a month, now moving to one a week.
- Planned and launched a paid subscription service with external developers, reaching **1,600+ sign-ups**.
- Source and commission producers and vocalists worldwide for releases, contributing to multiple bestsellers.
- Coordinate product collaborations with Splice, Roland, AKAI, KORG, LANDR and FL Studio, aligning assets with partner requirements.
- Set up a SoundCloud affiliate programme and secured newsletter placements that grew site traffic and subscriptions.
- Leading the brand's ongoing rebrand, including visual identity and logo design.

Freelance Content Producer & Designer 2016 – Present
Self-employed

- Created a visualiser for Eli Brown (Universal Music Group) with **14M YouTube views**; produce visualisers, lyric videos and music promos for electronic artists and labels.
- Social-first content for Instagram, TikTok, Facebook and YouTube for artists including Sara Landry, Ben Hemsley, Hannah Wants and Solardo.
- Motion graphics, kinetic typography and live-show visuals featured at Creamfields, We Are FSTVL and Sonus.
- AI-generated music videos and visualisers using Runway, Luma, Pika and Midjourney.
- Clients include Universal Music Group, HEKATE Records, XTTC Records, Night Department, NowNow Records, Arcane Records and Sola Records.

SKILLS

Production — Production scheduling, shoot planning and direction, freelancer briefing and management, post-production pipeline, content review and sign-off

Platform — YouTube and Shorts, TikTok, Instagram; publishing, thumbnails and titles, performance analytics, paid social

Edit & design — Premiere Pro, After Effects, Photoshop, InDesign, Blender, CapCut, Canva

AI video — Runway, Kling, Seedance, Luma, Pika, Midjourney, Nano Banana

Marketing — Meta Ads Manager, Google Ads, Google Analytics, Hootsuite, Mailchimp

Audio — Ableton Live, Pro Tools, Logic Pro

EDUCATION

MA Sound Design (Distinction), Bournemouth University 2015 – 2016

BA Music Production (2:1), University of Brighton 2011 – 2014

Sedbergh School 2007 – 2011

ABOUT ME

Classically trained pianist and singer with a singing diploma; National Youth Choir member for three consecutive years. Keen music producer and cyclist. My first ever TikTok went viral with over 1M views. Supporter of Cancer Research UK through fundraising runs and volunteering. Regular golfer, around 20 rounds this year – still chasing a sub-90 round.