

# TOM GORDON-MARTIN

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TOMGORDONMARTIN.COM

Audience-driven creative strategist, storyteller and filmmaker. Big or small, long or short, I've a proven track record of developing and executing editorial and commercial video content for the world's biggest brands and publishers.

## EXPERIENCE

### Channel 4 News, UK — Digital News Producer (Aug 2024 - present)



- Multi-platform social media producer making content for a global weekly audience of over 35 million people.
- Developed and implemented company-wide digital strategy which led to more than 500 million cross-platform views in Oct and Nov 2024 - the highest months ever recorded at Channel 4 News.
- Analysed watch time, engagement, audience retention, and CTR to grow subscriptions and deliver millions of views.
- Oversaw end-to-end productions for all platforms, managing senior stakeholders to hit key deadlines.
- Led a team of freelancers, editors, videographers, presenters and producers through several productions.
- Pitched and produced some of the channel's most-watched TikToks in 2024 and 2025.
- Successfully launched new social media channels on WhatsApp and BlueSky resulting in 100k new followers.
- Covered internationally significant stories with factually accurate explainers and sensitive reporting.
- Worked with award-winning journalists and celebrity presenters, organising shoots and managing their time.

### The News Movement, UK — Creative Producer (Oct 2022 - Sept 2024)



- Launched The News Movement worldwide, shaping the brand's Gen Z identity across YouTube, TikTok, Insta & more.
- Built and scaled TNM's social channels in terms of followers and subscribers by more than 350%.
- Worked with clients such as Amazon, EE, and McCain, pitching ideas, developing concepts and delivering successful Gen Z video content that met their brand guidelines.
- Collaborated with Amazon UK's Head of Socia, managing budgets of between £10-100k.
- Delivered campaigns that hit KPIs such as reach, which increased Amazon UK's followers by more than 100k.
- Produced TNM's first YouTube format, creating a distinctive style that aligned with the company's brand identity.
- Awarded an MHP group journalism prize for a YouTube film about prison camps in Syria.
- Used digital data, such as CTR, to inform YouTube thumbnail creative direction and scripting style.
- Used HIPPO (hook, intrigue, pace & pay off) to grow watch time across original content on YouTube.
- Managed several content creators, producers, designers and a team of freelancers through several productions.

### EN TR, Deutsche Welle, Berlin, Germany — Digital Journalist (July 2022 - Oct 2022)



- Built and grew Deutsche Welle's first Gen Z media channel across YouTube, Instagram, X and more.
- Managed content creators across Europe, publishing in German, English, French and Italian.
- Senior Producer leading a team through a new YouTube series, managing creative direction and delivery.
- Films about a Parisian footballer, an Estonian billionaire and a Belgian pigeon racer reached more than 100k views.

### Deutsche Welle, Bonn, Germany — Journalist (January 2021 - June 2022)



- Selected to complete Deutsche Welle's intl. journalism trainee scheme, working in bureaus across the company.
- Produced YouTube documentaries, live radio shows, podcasts and published news articles to millions of viewers.
- Worked in the Washington DC bureau covering the war in Ukraine and Joe Biden's presidency.
- Worked in Jamaica for the UN producing a story about a farmers' community's battle against climate change.

### Upday, London, UK - Mobile Editor (Aug 2020 - Dec 2020)



- Drove over 1 million daily active users to the Upday news app with breaking stories and targeted pushes.
- Produced essential pandemic data for Facebook's UK and Global Coronavirus Information Centre.
- Led Upday's coverage of the 2020 US election, edited a daily Election Brief and managing a small team through an editorial partnership which met key project targets.



### Endemol Shine Group, Post-Production Coordinator London, UK (June 17 - Jan 19)

- Managed the delivery of materials and assets for award winning shows, such as Peaky Blinders and MasterChef.
- Oversaw the smooth delivery of all support material from producers to broadcasters to meet crucial deadlines.
- Managed the delivery of content for digital channels such as Netflix and other on demand platforms

## SKILLS

- **Content strategy:** Strategic, data-driven audience expert.
- **Social Media:** Social-first producer with a proven track record of building and scaling channels.
- **Brand:** Commercial producer who understands brand voice.
- **Creative:** Audience-first content creator who's always keen to brainstorm and bring fresh ideas to life.
- **Communicator:** Friendly with strong interpersonal skills.
- **360° producer:** Comfortable editor (Adobe and Final Cut Pro) and videographer (Sony A7siii, Canon, Panasonic).

## EDUCATION

City, University of London, London, UK:  
Distinction, MA International Journalism, 2019-2020

University of Manchester, Manchester, UK:  
BA Hons 2:1 in Politics and Modern History, 2014-2017

References from previous employers available on request.