

Joss Thompson

Global Creative Director

Content Leader | Strategy Partner

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Executive Summary

Award-winning Creative Director with 15+ years delivering breakthrough work that drives results globally. From creating Netflix's #1 unscripted series to Red Bull campaigns in 160+ markets, I've scaled flagship sales by +388%, led YouTube strategy generating 1.2B+ views, and helped secure \$100M+ in VC funding. Skilled in leading cross-functional creative teams and turning high-stakes briefs into high-performance campaigns in media, sports, and technology.

Consultant Global Creative Director Thompson + Thompson

2023-Present | Europe, North America, Asia

Leading creative strategy and content delivery for global brands across media, sports, and tech.

- **News UK:** Led YouTube/TikTok video strategy; scaled to 60M monthly views and 1M+ subs
- **NBA:** Developed content strategy and partnerships across EME YouTube
- **Next Gen Foods:** Led global creative for plant-based startup, raising \$100M Series A
- Delivered creative strategy for global brands including **Red Bull, EA, Discovery+, TED, BBC**

European Creative Director OnePlus

2021-2023 | The Netherlands

Directed content marketing and integrated campaigns across 13 European markets for flagship mobile and wearable tech launches.

- Led multplatform creative for **OnePlus X Hasselblad** partnership across 13 key territories
- Oversaw \$3M+ budgets and creative partner agencies in 6 countries
- Scaled European Instagram followers by 53%
- Grew reach to 60M (+600%) and tripled engagement rates
- Drove a 388% increase in flagship product sales across Europe

Global Executive Producer Red Bull Media House

2019-2021 | Austria

Led creative development, production, and global content strategy across Red Bull's brand ecosystem, spanning sports, gaming, motorsports, and culture.

- Developed original series and formats rolled out across 160+ countries
- Shaped global strategy across five verticals, driving 1.2B+ video views
- Built narrative opportunities with 700+ Red Bull athletes worldwide
- Elevated channel growth with a 22% subscriber increase to 11M on YouTube
- Increased Red Bull YouTube viewership by 15%, reaching 40M+ monthly views
- Emmy-nominated for Zero-Gravity Pit Stop (41st Sports Emmy Awards)

Key Projects:

Zero-Gravity Pit Stop — **Aston Martin Red Bull Racing**

HABITS feat. Ryan Hart — **Red Bull Gaming**

Risk Vs. Reward — **Red Bull Boardsports**

BMX Nigeria — **Red Bull Bike**

Creative Director Barcroft Studios

2014-2019 | UK, USA

Directed editorial and branded content for global broadcasters and platforms.

- Developed Netflix's most-watched unscripted global series on launch (#1 for 6 weeks)
- Managed teams of 30+ creatives and producers globally
- Created 15+ IP formats for AVOD, SVOD, and linear markets
- Scaled Barcroft's valuation to \$30M (acquired by Future PLC)
- 300% growth in followers across YouTube, Facebook, Snapchat
- Drove 1.5B monthly minutes watched and 800M monthly views

Key Projects:

Amazing Interiors — **Netflix**

The Day The Dinosaurs Died — **PBS/BBC**

My Amazing Face — **A+E Global Media**

Yianni: Supercar Customiser — **Amazon Prime**

Multiplatform branded content series with **FC Barcelona, Beko, Dropbox, Complex**

Senior Creative / Development Executive BBC, National Geographic, UNICEF

2006-2014 | UK, USA, Australia

Creative lead across unscripted and branded commissions for global broadcasters, streamers, and causes.

Key Projects:

Street Genius — **National Geographic**

Bang Goes The Theory — **BBC**

Stephen Fry: Gadget Man — **Channel 4**

Soccer Aid — **ITV Studios/UNICEF**

Can You Train Your Brain? — **BBC**

Skills & Tools

Creative Strategy · Branded Content · Storytelling · Social · Design

Platforms: YouTube, TikTok, Meta, OTT, AVOD, SVOD

Software: Adobe CC, DaVinci Resolve, Ableton Live

AI Tools: Veo-3, Midjourney, Sora, Suno

Data & SEO: Google Analytics, Adobe Analytics

PM Tools: Asana, Airtable, Monday, Mediaplanet

Licenses & Citizenship

UK & EU (Ireland) Citizenship

Full EU Driving Licence

Education

Bachelor of Arts (Hons) Interactive Design

De Montfort University Leicester