

Joss Thompson

Creative Director Video + Content

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Executive Summary

Global Creative Director with 20+ years developing video formats and content systems that drive commercial growth. Built formats generating 6B+ lifetime views, including Netflix's #1 unscripted series for 6 weeks, Red Bull Sports Emmy-nominated content (50M+ views), and YouTube-native series (5.4B+ views). Proven commercial impact: OnePlus 388% sales increase, News UK 60M+ views and 1M+ subscribers, Red Bull 22% audience growth at 11M+ scale. Led creative teams of 30+ with \$3M+ budgets across media, sport, and technology.

Key Achievements

- Developed formats generating 6B+ views across YouTube and streaming platforms
- Netflix #1 global series (6 weeks), Red Bull Sports Emmy-nominated flagship (50M+ views)
- Drove 388% sales growth (OnePlus), 60M PCM views and 1M+ subscribers (News UK)
- Led 30+ creative teams with \$3M+ budgets across multi-market operations
- Contributed to Barcroft's \$30M acquisition through format-led IP development

Experience

Creative Director, Video + Content Strategy Thompson + Thompson

2023 – Present | Europe, North America

Clients include: Apple TV, Formula 1, NBA, News UK, BBC

- Creative strategy and content delivery for global brands across media, sport, and tech
- Developed content strategy and social formats for Apple TV's 2026 Formula 1 partnership
- Shaped YouTube content strategy for NBA EME, supporting regional audience growth
- Drove YouTube/TikTok strategy for News UK, scaling 60M PCM views and 1M+ subscribers
- Led digital content strategy and format development for the global BBC Top Gear relaunch

European Creative Director, Video + Content OnePlus

2021 – 2023 | Netherlands

- Led video and content development across 13 European markets for flagship launches
- Directed multiplatform creative for OnePlus x Hasselblad partnership across key markets
- Oversaw production teams managing \$3M+ budgets and partner agencies in six countries
- Scaled 10 country-native European Instagram accounts to 53% audience growth
- Increased regional reach to 60M+ and tripled engagement rates
- Drove a 388% increase in flagship product sales across Europe

Global Executive Producer/Development Executive, Originals + Formats Red Bull

2019 – 2021 | Austria

- Shaped global video strategy, helping grow channels to 11M+ subscribers in 160+ markets
- Built repeatable formats across sport, gaming, and motorsport, driving 50M+ organic views
- Grew audience 22% and monthly viewership to 40M+ through strategic programming
- Led creative on flagship content including Zero-Gravity Pit Stop (Sports Emmy-nominated)
- Oversaw multi-market production operations across \$3M+ annual budgets

Creative Director, Formats + Original Content Barcroft Studios

2014 – 2019 | UK, USA

- Built YouTube-native formats generating 5.4B+ organic views
- Developed Netflix's #1 unscripted series globally for 6 weeks on launch (Amazing Interiors)
- Drove 300% audience growth across YouTube and social through repeatable formats
- Developed 15+ original video formats across YouTube, AVOD, SVOD, and broadcast
- Directed multidisciplinary creative teams of 30+ across development, production, and post
- Contributed to studio's \$30M acquisition by Future PLC through format-led IP development

Senior Creative/Development Executive, Unscripted BBC/ITV/Channel 4/Nat Geo

2006 – 2014 | International

- Developed factual and entertainment formats for global broadcasters and NGOs (UNICEF)
- Led early-stage development from research and pitching through commission
- Produced long-form and short-form content across documentary, sport, and culture
- Built core skills in storytelling, scripting, and post-production craft
- Worked with international production teams across UK, US, and APAC

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| Skills | Creative direction and format development Video-led campaign concepts Pitch leadership and client presentation Cross-platform content (YouTube, social, streaming) Global team and production leadership |
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| Additional Information | Dual Citizenship, UK/EU (Ireland) Full EU Driving Licence |
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| Education | Bachelor of Arts (Hons) Interactive Design De Montfort University Leicester |
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