

Owen Pow

Digital Producer

hey@owenpow.com | 07595893043

A senior creative producer with six years' experience delivering multi-platform content across sport, education and digital campaigns with a lifelong passion for sport.

Education



Master of Arts | Screenwriting | University of York



Level 3 Diploma | Digital Marketing | British Computer Society



8 GCSE | Digital Marketing | The Leys School, Cambridge



Create x Connect | Digital Content Strategies | May 2026-Present

BBC | YouTube | National Film and Television School

Chosen from over 500 applications to join a cohort of learners in this programme that examines how digital content is produced and scaled across platforms, using audience growth, data-informed decision-making to build impact in a fast-changing digital ecosystem.

Work Experience

Cricket Content Producer & Social Exec | May 2026-Present



Frisson Creative

- Joined an award-winning agency powering social-first storytelling for Middlesex Cricket Club, Hitz Cricket and Southern Brave Hundred franchise.
- Owned fast-paced social video and written matchday coverage for Vitality Blast.
- Utilised editorial judgement in crafting reactive short-form content using mobile tools and editing to produce reactive, on-the-fly content.
- Worked alongside clients, with specific briefs, to produce tailored motion assets to improve online reach, engagement and relevance with existing and new audiences.
- Directed ball-by-ball videography to highlight tentpole moments in matchday situations.

Multimedia Content Producer | April 2025 - May 2026



Trent Bridge Cricket Ground

- Delivered live broadcast and social media coverage for 40+ cricket fixtures, including Vitality Blast and County Championship competitions, developing an expert understanding of the game's narratives, key players and editorial moments.
- Took full control of video lifecycle, from ideation and content capture through to final editing and quality control.
- Worked with marketing and commercial teams in campaign ideation for men's and womens' cricket teams. Developing stories and enhancing player personality as well as boosting ticket sales and commercial objectives.
- Produced and directed multi-camera shoots on matchdays for behind-the-scenes, high-quality content delivery under tight deadlines.
- Developed strong and trusted relations with elite athletes, coaches and staff to turn interviews and on-field moments into compelling storytelling.

- Collaborated proactively with broadcasters, ECB, Adidas and internal commercial teams to plan, schedule and deliver content that served broadcast, partnership and fan engagement objectives simultaneously.
- Tailored content strategies across Instagram, Facebook, YouTube and Twitter to meet platform-native audience - behaviours, growing the club's combined social audience by 28,500 followers in 9 months (Facebook +5.5%, Instagram +7.9%, YouTube +12.6%).
- Identified real-time storytelling opportunities during live play and training, staying calm under pressure to produce reactive content that resonated with cricket fans.
- Developed the core content strategy for our 2026 calendar campaign, contributing original programme concepts to design engaging, emotional, relevant content.
- Commissioned and managed freelance creatives (including Cricket District) and external agencies for video campaigns, delivering projects on time and within budget.
- Used bespoke CMS platforms to deliver website and digital content.
- Collaborated on content pillars around player personality and preparedness, working both within long-term strategy alongside being flexible to platform trends within an ever changing internet culture.
- Built highlights, creative packages and feature pieces that brought authentic cricketing stories to life across our digital platforms to attract younger and more diverse audiences.

Digital Content Producer | May 2023 - March 2025



The Skills Network

- Delivered 75+ video and animation projects annually across multiple channels and formats, managing tight deadlines and competing stakeholder priorities simultaneously.
- Led animation and video projects using After Effects and Premiere Pro, delivering short and long-form motion graphics across social media and YouTube.
- Drove digital innovation by identifying and implementing new content formats including Instagram Reels and YouTube Shorts, experimenting with emerging trends to grow reach.
- Provided regular performance reporting using analytics and social listening tools, delivering insights and strategic recommendations to senior marketing leadership.

Digital Producer | Sep 2021 - November 2021



Powster

- Designed and produced websites, trailers and digital marketing assets for major studios including Universal, Netflix and Paramount, working across creative, editorial and technical disciplines under weekly broadcast deadlines.
- Coordinated creative workflows between London and LA teams, developing the confidence to work independently while collaborating effectively across departments.
- Supported VR and 3D asset design for immersive content experiences, broadening multi-platform production skills.

Digital Marketer | Mar 2019 - Jul 2021



Cambridge Regional College

- Crafted copy and content across diverse formats and audiences, from formal academic communications to engaging youth-focused social content, demonstrating strong script-writing and editorial versatility.
- Collaborated with 30+ departments to deliver integrated digital and social campaigns, contributing to the college rising over 200 places to 2nd in the country for best online social engagement.
- Served as the focal point for all inbound marketing inquiries, coordinating requests efficiently with relevant teams and partners.