

Simon Jeffers.

CREATIVE DIRECTOR / VIDEO
PRODUCER / VISUAL STORYTELLER



Production Highlights

“Simon is exceptional at creating very high-quality film and running the end-to-end creative process.”

—ALEX BELSHER, DIRECTOR OF CREATIVE SERVICES, LIBERTY GLOBAL

SKILLS

Creative / art direction
Strengths-based leadership
People development
Creative strategy
Human-centered design
Audio + video production
Multimedia design
Concept development
Solving creative briefs
Brand development
Digital marketing
Concept-to-launch campaign management
Process + workflow development
Creative project management
Client + stakeholder relations
New technology adoption

“Simon creates stories that really grab people’s attention. His work informs, inspires, and engages people.”

—SOPHIE TAYLOR, CEO, TAYLOR MADE MEDIA

I care deeply about creating clarity and connection. *I help creative teams to tell a clear and convincing story that evokes an emotional connection—expanding engagement, conversation, and brand loyalty.*

CORE COMPETENCIES & HIGHLIGHTS

Integrating Technology + Art to Enhance Engagement

Delivered immersive workshops, keynotes, and hybrid broadcast solutions across company’s global Eco system, *garnering regular 90%+ engagement scores.*

Workflow Optimization

Introduced revision workflow that *slashed revision time by 50%*, enabled team to produce more valuable content, and enhanced the client experience.

Strategic Partnerships

Sourced and established *cross-functional partnerships* across Liberty Global, including notable collaborations with Street Child Charity, Atlas Edge, Formula E, and Liberty Charge.

EXPERIENCE

Creative Director / 2019 — present

Liberty Global

Deliver visionary leadership and creative strategy, with a focus on inspired content development and consumer engagement. Lead and mobilize team to deliver breakthrough creative, instilling mindset of curiosity, bold risk-taking, and design thinking. Build and nurture business partnership with stakeholders, providing valuable and targeted design solutions, on time and within budget. Partner with leading agencies such as The Mill, Bullion, DRPG, ACNE, All3Media, Beast, and Taylor Made Media.

KEY IMPACTS

- Redesigned creative team’s engagement model and workflow, increasing engagement by 45% within 6 months.
- Introduced virtual film studio solution for field sales teams, maintaining integrity of face-to-face sales experience.

“His focus on storytelling as a producer and setting high standards for doing so is only trumped by his humility and character.”

—CARL ATKINSON, MEDIA DWEEB

EDUCATION

BSC MASTERS

Multimedia Technology

Swansea Institute of
Higher Education

HND

Design & Communication

Carmarthen College of Technology
and Art

BTEC

Art & Technology

Wigan College

FIRST DIPLOMA

Design & Communication

Leigh Art College

“He works tirelessly to deliver stories that fit the brief, fit the budget, and make the audience take notice.”

—ALEX BELSHER, LIBERTY GLOBAL

TECH SKILLS

Adobe Creative Suite

Final Cut Pro

DaVinci Resolve

Motion

AVID Pro Tools

Logic Pro

Known for *attracting right-fit talent* and *building teams* with focused, complementary expertise—*aligned with client values and long-term strategy.*

EXPERIENCE CONTINUED

KEY IMPACTS CONT'D

- Selected to support film for DEI initiative by bridging creative launch narrative with strategic plan, resulting in heartfelt and inspiring experience.
- Spearheaded successful retainer subscription model for design, film and photography with high-profile clients, delivering positive ROI.
- Bolstered internal leadership engagement by sharing people-led stories and insight into brand's approach to supporting its communities.
- Introduced cross-charging model that enabled more accurate ROI tracking.

Creative Services Video Manager / 2016 — 2019

Virgin Media

Directed film team to produce and execute highest-quality digital projects and stories, ensuring entertaining, education, and impactful deliverables.

KEY IMPACTS

- Achieved industry recognition as Finalist in “Best individual contribution to internal communication” at the #insidestory awards.
- Awarded Commendation at Welsh Contact Centre Awards for team's delivery of engagement and support content to technical support teams.

Communications Design Manager / 2013 — 2016

Virgin Media

Facilitated seamless execution and delivery of creative projects and initiatives by breaking down creative barriers, cutting through complexity, and ensuring project goals were technically and financially feasible.

KEY IMPACTS

- Won “Inspirational Leader” award for instilling creative working methods and providing “true inspiration to his team, peers, colleagues, family, and friends.”
- Increased engagement levels across all customer contact sites to an industry high score of 85%, within first year of hire.