

TEVIN SALMON-MILLS

CONTACT

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EXPERIENCE

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Social-first Creative at Accenture Song, producing campaigns and content for Jaguar Land Rover's brand portfolio. Experienced in creative direction, on-set production and developing native social storytelling across luxury, sport and lifestyle sectors.

EDUCATION

BSC PRODUCT DESIGN 2015 - 2018
University of Northampton

Accenture Song — Social Creative (Jan 2023 – Present)
Client: Jaguar Land Rover (Range Rover, Defender, Discovery, Jaguar)

- Ideate and develop social-first campaign concepts across organic and paid, contributing to both digital and ATL campaign development across JLR brands.
- Lead creative execution across shoots, directing and capturing content with talent including Theo James and Kano.
- Shape social storytelling through interviews with celebrity and brand talent, ensuring content feels platform-native and culturally relevant.
- Edit and deliver high-performing Reels, TikToks, hero films and cut-downs for global campaigns.
- Curate stills and video to maintain visual and tonal consistency across channels.
- Collaborate cross-functionally with strategists, producers and client teams from concept through to delivery.
- Play a key role in major launches including Defender TikTok and Jaguar Type 00, contributing to the overall creative direction and output.

Havas (Cake) — Creative & Strategist (Feb 2022 – Sept 2022)

- Developed social-first campaign ideas across brands including EE, EA Sports, NBA, MLB, JD Sports, Adobe and PayPal.
- Partnered closely with Creative and Strategy Directors to build concepts, pitch decks and visual directions.
- Contributed to live briefs and pitch work, presenting ideas to senior clients and ECDs.
- Supported on production across shoots including MLB HRDX and EE Connected Club Cup, ensuring ideas translated effectively into execution.

Engine — Creative Intern (Apr 2021 – Jan 2022)

- Supported creative development across campaigns for brands including Sky and Adidas.
- Generated social and digital activation ideas, contributing to early-stage concept development.
- Assisted across shoots and post-production, gaining end-to-end exposure to campaign delivery.

Yaya Design — UX/UI Intern (May 2021 – Sep 2021)

- Contributed to UX/UI design projects using Figma and Adobe XD, supporting user-focused redesigns.

Earlier Experience (2016 – 2019) Intern roles at **BBH London**, RPC Group and XAAR, contributing to branding, packaging and advertising design projects for clients including BMW, Tesco and Samsung.

SKILLS:

- Creative Ideation
- Social-First Storytelling
- Art Direction
- On-Set Production
- Copywriting
- Editing
- Content Strategy

INTERESTS:

- Football
- Film & TV
- Photography
- Videography
- Fitness