JUDE HELDER

Junior Creator Marketing & Social Media Operator
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PROFILE

Early-career creator marketing and social media operator with 5+ years of self-directed content creation and short-form editing experience. Founder of STRIKE HOUSE STUDIO, a managed combat-sports creator network of 28 vetted UK and US creators with 3.3M+ combined followers, and builder of boxing.arc, an organic boxing media page with around 140K followers. Experienced across creator outreach, campaign scoping, briefing, rollout coordination and performance reporting, with paid placement work delivered for clients including Alamo Records and Sony Music Vietnam. Looking to bring proven creator marketing instincts to a junior role at a label, distributor, creator agency or sports media company.

KEY ACHIEVEMENTS

- **Built** a managed creator network of 28 vetted UK and US combat-sports creators with 3.3M+ combined followers, including a 1.3M+ follower UFC page secured on an exclusive basis.
- **Grew** boxing.arc to around 140K followers organically, with multiple videos exceeding 9M views and 19M+ total likes.
- **Delivered** paid content placements for Alamo Records, with recurring requests since March 2025, and commissioned short-form work for Sony Music Vietnam.
- **Coordinated** a single network placement for UK artist 4.4c that reached 2.1M+ views, documented in a public proof pack alongside 15M+ verifiable views across placements.
- **Developed** proposal and campaign structure for a potential Interscope/Universal Music Group creator rollout around a major combat-sports moment, with active conversations across AWAL, EMPIRE and ONErpm.

EXPERIENCE

STRIKE HOUSE STUDIO | Founder / Creator Marketing Operator 2025 – Present

- Founded and operate a managed combat-sports creator network spanning boxing, MMA, UFC, gym and fight-culture content, positioned as an external creator amplification layer for labels, distributors, promoters and combat-sports brands.
- Manage end-to-end creator operations: outreach, vetting, rate discussions, campaign scoping, briefing, rollout coordination and proof pack development.
- Built a Discord-based operations hub and creator database covering applications, vetting, campaign channels, briefs and results.
- Delivered paid placements for Alamo Records, Sony Music Vietnam and UK artist 4.4c, with 15M+ verifiable views across 14 documented placements. Full results: strikehouse-case.pages.dev

boxing.arc | Founder / Content Creator 2022 – Present

- Built and grew an organic boxing and fight-culture short-form page to around 140K followers, with multiple videos exceeding 9M views.
- Created platform-native short-form edits using hooks, retention pacing, captions, sound selection and trend adaptation tuned to combat-sports audiences.
- Developed the page into the foundation for creator network building, label placements and music-led content, including an edit supporting the Skepta single Sirens that reached 67K+ views.

MSFDN | Creative Marketing Intern Nov 2025 – Jul 2026

- Supported content planning, campaign assets and creative delivery within a working creative and marketing team.
- Captured interviews, soundbites, behind-the-scenes content and social assets at an industry event with 60+ attendees.
- Produced a researched partner target list using AI-assisted workflows in around 30 minutes, presented it to senior team members and received positive feedback for initiative and clear communication.

Freelance | Content Editor / Social Media Support 2020 – Present

- Delivered recurring short-form content for clients since 2020, including a barber client at five videos per week on a monthly retainer, managing communication, schedules and consistency.
- Grew an anime editing page to 30K followers and 1.5M likes, and co-founded a boxing equipment brand, building its Shopify store and growing its page to 10K+ followers.

SKILLS

Core: Creator marketing · influencer outreach · campaign coordination · creator briefing · social media strategy · short-form content strategy · TikTok and Instagram content · video editing · audience development · content planning · community management · performance recaps and reporting · music marketing · cold outreach and lead generation · client communication · AI-assisted research and workflows

Tools: Apollo · Smartlead · Claude · ChatGPT · Notion · Discord · Google Workspace · Figma · After Effects

EDUCATION

Ardleigh Green College | BTEC Media Level 2

Marshalls Park Academy | GCSEs: iMedia Distinction · English Literature Grade 6 · English Language Grade 4

PORTFOLIO

STRIKE HOUSE proof pack: strikehouse-case.pages.dev · boxing.arc on TikTok and Instagram: @boxing.arc · Portfolio: zenwo.my.canva.site