MAYBOURNE · Knight Frank · EDMISTON · treble peak · UK Government · Microsoft

NICK RYDER

BRAND, CREATIVE & PERFORMANCE

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Creative that answers to revenue.

I join up brand, creative and performance, and make it answer to revenue. I set the creative strategy, shape the ideas and direct the work, then test widely and let the audience decide. I started in sales, so I judge marketing on lead quality and revenue. I've built two functions from scratch, run paid media hands-on, and use AI so a lean team goes further than a big one. **14 years in marketing.**

SELECTED IMPACT

£454k
Studio revenue in its first full year
LUUX LAB

52%
Margin in 2026, up from 37%
LUUX LAB

−87%
Cost per lead, from the creative alone
LUXURY PROPERTY CLIENT

$75m
Private jet sale from a campaign lead
PRIVATE JET CLIENT

SECTOR EXPERIENCE

Residential property · Hospitality · Private aviation · Superyachts · Wellness & longevity · Financial services · Tech & public sector

EXPERIENCE

2024 – 2026

Head of Performance Creative | LUUX Media

Spotted that the creative was holding clients' results back, proved it on a freelance model (£81k in 2024), then took full P&L ownership to build LUUX Lab, an in-house creative studio.

- Set the creative strategy and direction for every client, from concepting and scripting to final sign-off, for clients including Maybourne, Knight Frank, Nobu Residences and Treble Peak.
- Built a lean team of five plus specialist freelancers producing 100–200 assets a month, moved clients onto retainers and launched a 90-day creative testing package.
- Turned the creative process into AI workflows and custom skills, and built the testing loop around Meta's Andromeda update, cutting production time by 60–75% with no added headcount.
- Wrote and won Maybourne's creative RFP, overhauled their paid creative and built standalone Signature Suites strategies. The penthouse film drove 81% of The Emory's suite enquiries.
- Led LUUX Media's own brand, website and Ultra Affluent Report, from a survey of 145 UHNWIs.
- **Client results:** Clinique La Prairie leads 7.25× and booking revenue +87%; Edmiston qualified leads 2.2×. Led the creative on Elounda Hills, a campaign credited with €60m+ in sales (team result).

IMPACT | £454k, 37% margin (2025) | £476k, £250k gross profit, 52% margin (Jan–Sep 2026)

EXPERIENCE (CONTINUED)

2021 – 2023

Digital Director, Performance Marketing | LUUX Media

Led paid media strategy and delivery across Meta and Google for around 10 luxury and financial services clients at any one time, over £1m a year in ad spend, accountable for performance, budgets and C-suite relationships.

- Wrote all ad copy, video scripts and landing pages for clients including Mandarin Oriental Residences, Aman, Gulfstream, UBS and Edmiston. Rebuilt Smallbone's landing page around why people buy, not what the kitchen has.
- Built a WhatsApp automation and self-qualifying form that lifted lead response rates 18×, to 90%.
- Launched an SEO service line with an external specialist team (£150k in year one), and automated client reporting in Looker Studio to a third of the time.

IMPACT | Smallbone +79% qualified leads, −73% CPL | Knight Frank $17m GDV pipeline

2015 – 2021

Head of Digital Marketing | Zinc Network

Promoted from Digital Content Strategist (2015) and Senior Digital Marketing Manager (2016)

Headed up the agency's digital marketing, social content and web teams, delivering global campaigns tackling issues including countering extremism, radicalisation, disinformation and online child sexual abuse. Clients included the UK and US governments, Facebook, Microsoft and Greenpeace.

- Recruited and led a cross-border team of 10 specialists, standardised delivery and moved reporting to live dashboards.
- Translated research and strategic insights into actionable digital strategies, reaching niche audiences through innovative use of paid media. Clients included the UK Home Office and the NSPCC.
- Designed and developed Guide, a flagship digital product that used paid search to intervene in searches for extremist material, redirecting people to content that built resilience to radicalisation.
- Developed an attitudinal targeting method for paid social, reaching niche audiences by psychology rather than demographics.
- Launched a digital audit and consulting service line across SEO, paid media, UX and content.

IMPACT | Team of 10 | +10% output | −23% reporting cost | Guide: 9% average CTR

2012 – 2015

Content & Social Media Manager | Acanchi

Destination and country branding for clients including Dubai Expo 2020 and the Government of Bahrain.

- Delivered Vote No Borders: 8 cinema ads seen by 280,000 people, 35 interview films, a 25-ad press campaign and billboards, £5k under a £50k production budget.

IMPACT | Reached 80%+ of Scottish adults | £5k under budget

EARLIER EXPERIENCE

Smart Currency Exchange – FX Sales & Marketing — 2009 – 2012

Fisher Wealth Management – Account Executive — 2008 – 2009

EDUCATION

University of Exeter
Bachelor of Laws (Hons)

BPP Law School
Legal Practice Course

Google Digital Academy
Squared Online

CORE EXPERTISE

Marketing strategy · Brand & performance · Creative strategy · Creative direction · P&L ownership · Paid media (Meta, Google) · Creative testing · Copywriting & landing pages · Lead generation · AI workflows · Team building · Complex products & UHNW audiences

Beyond work: Yachtmaster and RYA Senior Instructor, with several seasons running a watersports centre for Sunsail in Greece and Turkey. Wrote and produced *Mrs Kaye*, an award-winning short film made for £2k.