

JACK FLETCH

Creator · Content Producer · Creative

@imjackfletch



WHO IS JACK FLETCH?

I'm Jack Fletch. I have ADHD, I make things, and I have a brain that rarely shuts up.

For me, one idea very quickly becomes 100 different ways of bringing it to life. When something grabs me, I'll hyper-focus, work ridiculously quickly and obsess over the tiny details until what's in my head exists in front of me.

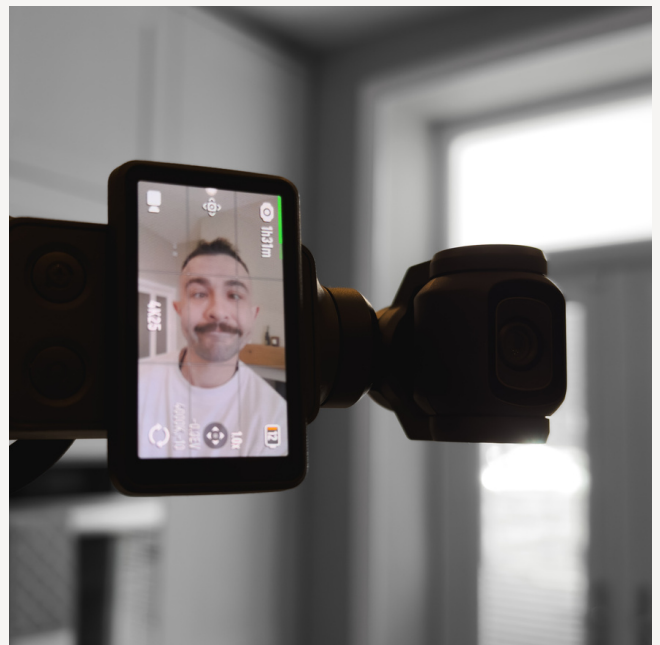
I'm also strangely at home when everything gets chaotic. Give me a problem and my brain immediately starts looking for solutions — usually several at once — and half the time I'll be fixing it before anyone's realised there is one.

My own content is much simpler.

I talk about ADHD, my experiences with it and whatever else happens in life. I keep things minimal because I want the person watching to feel like they're **with me**, not watching something that's been manufactured for them.

**Be unapologetically myself.
Be a friend on someone's screen.
Make it properly.**

That's pretty much the rulebook.



What you see on screen is what you get in person.

A FRIEND ON SOMEONE'S SCREEN.

I don't really want an audience that just watches me. I want a community that knows me.

People often find me through conversations about ADHD and everyday life, but increasingly, they stick around for me.

My DMs regularly become conversations. People ask questions, share their own experiences or tell me that something I've said has helped them understand themselves — sometimes they'll even send one of my videos to a partner, friend or family member because I've managed to put something into words that they couldn't.

When I can, I reply properly. Sometimes that's a message. Sometimes it's a voice note. Because there's an actual person on the other side of that username.

I don't want to be another creator somebody watches. I want to be the familiar face that appears on their screen and feels a bit like a mate.

“You literally are the first person I've listened to that I resonate with.”

“Listening to you speak honestly is refreshing.”

“I feel so seen — please do not stop making videos.”

THE NUMBERS BEHIND THE PEOPLE.

INSTAGRAM

440K+

Views in 90 days

232K+

Viewers reached

83.9%

Views from non-followers

+1.2K

Net follower growth in 90 days

TIKTOK

531K

Post views in 365 days

416K

Unique viewers

308K

New viewers

39.5K

Likes

CONTENT THAT TRAVELLED

One ADHD video:

49.5K Instagram views → 190K TikTok views

Another:

44.9K Instagram views → 93K TikTok views

**The numbers matter.
The people behind them matter more.**

LET'S MAKE SOMETHING.

BRAND PARTNERSHIPS

Your brand, through me.

If I already use it, genuinely like it, or it makes sense in my world, I can bring your brand into my content in a way that feels natural to the people watching.

No awkward product placement. No suddenly pretending I've loved something for years when it arrived yesterday.

Reels • TikToks • Stories • Integrated Content • Longer-term Partnerships

UGC & CONTENT CREATION

Content made by me, for you.

You don't necessarily need access to my audience to work with me.

I can create natural, personality-led content for your own social channels, campaigns or paid media — bringing the same thinking, attention to detail and conversational style I use in my own content.

Short-form Video • UGC • Paid Social Creative • Talking-to-camera • Creative Concepts

COLLABORATIONS & PROJECTS

Got an idea? Bring me in.

Not everything fits neatly into a deliverables list — and they're often the projects I'm most interested in.

Campaigns, events, awareness projects, experiences, creative concepts or something neither of us has quite figured out yet.

If you think I'd add something to it, **let's talk.**

I'm much more interested in building something that fits than forcing something that doesn't.

THEY FOUND ME FIRST.

It started with an Instagram DM.

NewGen approached me on behalf of Curaleaf Clinic after finding my content, looking for creators who could bring lived experience into a wider ADHD awareness campaign.

The brief wasn't to become an advert.

It was to use my own voice, my own experiences and the style of content people already knew me for.

THE IDEA

I developed two creative concepts around my own experience of ADHD.

For the first, I stripped everything back: no B-roll, no visual effects — just a talking-to-camera video about four things I'd spent years experiencing without realising they were connected to ADHD:

Sleep. Time blindness. Emotional regulation. Energy.

The concept was approved, created and published in my usual content style.

THE RESULT

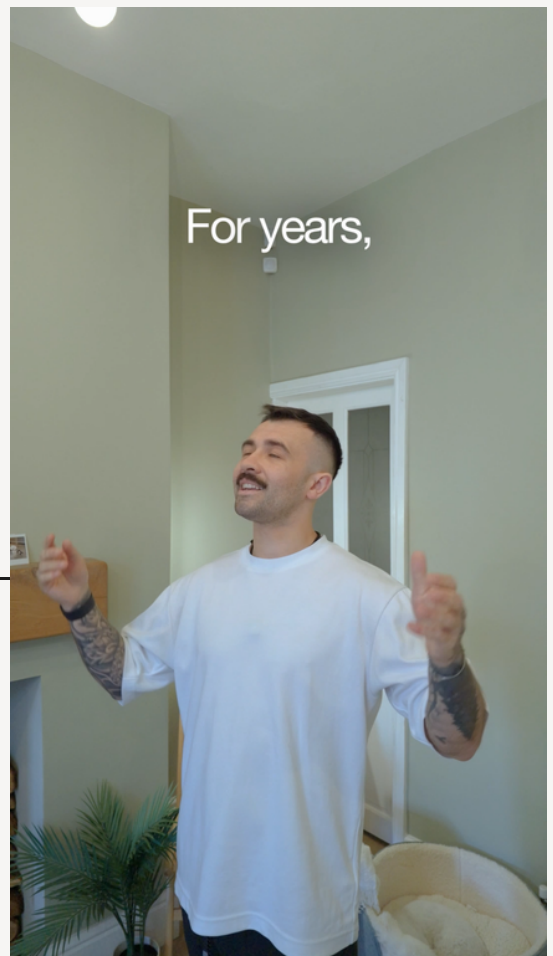
1,243,732

boosted Instagram views

124,039 viewers **183** saves **749** likes

A second approved creative followed:

170,816 boosted Instagram views



The thing they hired me for wasn't a different version of me. It was the version people were already watching.

NOT EVERYTHING I MAKE HAS ME IN IT.

I create for other people, too. From short-form social and visual design to full multicamera production.



BE TRANSFORMED LTD

Podcast filming & production

Three-camera podcast production for Be Transformed Ltd, handling the camera setup, audio and filming before editing the 30-minute recording as a multicam production and adding the client's branding throughout.



EWEMOVE HALIFAX

Social content & design

Creating clean, minimal social content for EweMove Halifax, with recurring design themes that give different types of posts their own recognisable style while keeping the overall feed consistent.



ADAM ROBERT & CO.

Short-form social content

Developing, filming and editing social content built around the personalities of the barbershop — mixing haircut content with humour, conversations and ideas designed to give people a reason to engage beyond simply seeing another haircut.

WHY JACK?

You're not hiring me to just complete a brief.

I want to understand what you're actually trying to achieve, throw ideas around with you, solve problems and usually find a way of taking what you originally had in mind and making it better.

I'm the person who'll become part of the team rather than feeling like someone you've hired from the outside — your creative mate, out-of-the-box thinker, fixer and extra pair of hands when you need them.

I work quickly, I care about the tiny details and I'm strangely calm when things get chaotic.

Most importantly, I'm not interested in making things fake, cheesy or unnecessarily over-produced just because there's a brand involved.

I want to get to the point where you don't have to keep asking me to get involved.

You just want me around.

CONTACT

GOT AN IDEA?

Bring me in.

Whether you've got a fully formed brief, the beginning of an idea, or just think I'd be a good fit for something — get in touch.

Brand Partnerships · Content Creation · Collaborations & Projects

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Instagram · TikTok

**Let's make something people
actually want to watch.**