Latent Fields

Henry Inskip | Digital consulting in Ottawa

Services

Digital strategy

Website and channel reviews, content structure and a practical delivery plan.
Website and channel audit; Content structure and audience priorities; Publishing workflow and measurement plan.

Content & audiences

Audience strategy, editorial direction and content for campaigns, social channels and email.
Audience and channel strategy; Editorial plans and short-form video; Campaign briefs and content production.

Interactive products

Game and app concepts, development briefs and creative direction through production.
Audience, learning-goal and product brief; Developer selection and creative direction; Build reviews, testing feedback and launch coordination.

Engagement

Scoped consulting projects, Advisory support, Specialist delivery partnerships.

Scope, fees and availability are agreed for each project. Procurement eligibility, security clearance, insurance and delivery language must be confirmed against the specific requirements.

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Experience

Experience from Henry's employed work with an international children's media brand and its creators, alongside creative, development and distribution partners. These are not Latent Fields contracts.

Social media & audience growth

Digital media director.
Produced social video content for Facebook, Instagram and TikTok. Launched, managed and grew social accounts, shaping channel strategies and day-to-day publishing. Planned campaigns, managed community responses and used performance reporting to guide editorial decisions.
Audience results also reflect the established property, its talent, production teams, partner activity and distribution.

500M+ video views across social media. Facebook, Instagram and TikTok. Reported by Henry in April 2026; not unique viewers.

6.3M+ followers across managed accounts. Accounts managed and grown by Henry. Reported November 2026; audiences overlap.

Educational games

Brand-side creative lead and producer.
Produced two educational games played millions of times, coordinating development proposals, partner selection and briefing. Directed creative and gameplay feedback, scripts and asset coordination. Reviewed builds, coordinated testing and approvals, and supported launch.
Development studios supplied design and engineering; brand and broadcast partners contributed editorial review, distribution and promotion.

Wearable app

Concept and brand lead.
Co-developed the app concept with a specialist studio. Led brand creative feedback and coordinated content through delivery.
The studio and platform, broadcast and brand partners contributed product design, engineering, editorial and distribution expertise.

Websites & launches

Digital planning and delivery.
Led a website rebuild and ongoing content and publishing. Planned and produced newsletters, campaigns and launch content. Coordinated assets, feedback and approvals across internal teams and external partners.
Website, email and social activity were coordinated with the reviews and approvals of contributing teams and partners.