JACK POINTER MACKENZIE DANCER/CHOREOGRAPHER/CREATIVE DIRECTOR

Jack is a world recognised dancer, choreographer and creative director with a career that took off when he was just sixteen. His vast knowledge of various movement styles and his intuitive and innovative use of adapting movement for various mediums including TV, film, fashion, theatre and advertising have gained him huge respect within the industry.

Jack’s choreography has been internationally recognised by the likes of singer/songwriter Hozier where jack has recently been flown out to Los Angeles where he was co-choreographing and dancing as a principle dancer in Hozier’s new music video ‘Work Song’ (which also went onto tour). Shortly after this, while assisting as well as dancing on the new HONDA HRV campaign, jack had to be meticulous in cleaning over 50 dancers, guiding them through complex routines which equipped him with the necessary tools to work on projects of this scale. This campaign has gone onto have viral success.

His knowledge of movement is ever evolving and spans a vast range of genres, including; Jazz, Contemporary, Street Dance, Hip-Hop (Popping, Locking, Breaking) and Acrobatics enabling Jack to always surpass the clients expectations by breaking moulds and setting the creative world ablaze with his originality.

Jack has gained invaluable experience as a principal dancer and assistant choreographer for JLS while working closely alongside them on all of their five tours (including promo tours) in the UK from 2008-2013. Alongside this he has also performed with with the likes of Justin Bieber on X-Factor UK, Katy Perry Promo tour UK, Beverley Knight and Cher Lloyd. Jack’s transition into choreography has been seamless recently working with Hozier on ‘work song’, One Direction on their X-Factor performance, Funky B ‘chunky’ music video, Emmi on her UK tour, Proximity London for their 2014 advertising campaign, Persona 4 ‘dancing all night’ Campaign at COMICON 2015, Honda HRV 2015 Campaign, Hoola Hoops 2015 Campaign alongside many more world recognised award winning artists and brands.

Jack has travelled globally working on a vast spectrum of projects, making lifelong contacts along the way that are simply irreplaceable, enabling him to source from the most diverse and highly demanded creative artists.