

I am an expert in building and encouraging teams to deliver engaging creative campaigns for brands. Whether it is the ideation process, pre-production or the upfront strategy work, I love it all. I am energised when collaborating and nurturing talent. With every team, my goal is to champion creative innovation and expression.

My unique career journey allows me to lean on practical experience across my time working across Publisherland, Agencyland and Brandland.

As a regular keynote speaker and guest panelist, I offer industry wide thought leadership promoting creativity and efficiency in the creative process. Recent events include; Henley Business School (UK), AdWeekEurope (London), [Adobe: Make It](#) (London), CMO Summit (London)

EXPERIENCE

CREATIVE DIRECTOR MOONBUG ENTERTAINMENT - GLOBAL, 2023-PRESENT

Leading London & LA based teams to deliver engaging, entertaining and world class marketing and brand creative. Projects include; social first content, creative innovation in collaboration with Adobe. Character design, studio production, directing production shoots, directing content trailers, campaign concepting, storyboarding, key art for global IP.

Directing partnerships for Blippi (Seasame Street, NASA and Reebok), launching rebrand of Morphle & The Magic Pets on Disney+ as well as rebranding Little Angel.

CREATIVE DIRECTOR KIDS KNOW BEST - GLOBAL, CONSULTANCY

Successfully lead the creative process across two AAA clients. Delivering Social first and global ATL and BTL campaign activity for Hasbro and Jazwares global product launches.

Key Achievements:

- Directing Twister global social launch with Serrina Willams and Kim Kardashian

CREATIVE DIRECTOR GOOGLE @ ESSENCEMEDIACOM - EMEA

Lead the creative output for EMEA for Google. Managing a team of 27. Working across ideation and campaigns for Google Lens, Chromebook, Chrome and Google Pixel. Delivering creative innovation for adTech platform Pegasus (contextual ad units) .Collaborating with publishers agencies and talent for Social first, partnerships and experiential activations.

Key Achievements:

- Leading the process from brief to delivery (creative strategy, concepts, design, dev, marketing, talent, creative content / brand partnerships).
- Lead Google content partnerships with Vogue, Wired, Unilad, IGN, Youtube.
- Presenting final creative routes for sign off to key global stakeholders
- Overseeing process for all creative inc; art direction, design, development of digital assets and directing content (TikTok, Meta, Reddit, Twitter, Youtube)
- Leading creative innovation + Metaverse sessions with key stakeholders and partners (Google, ITV, Twitch, Meta)
- Line manager of the Snr Creative Team (Creative Strategy, Art Director, Copywriter, Design Lead, Head of Video)
- Industry panel guest (AWEurope 2022) 'How to deliver authentic brand experiences in gaming'.

CREATIVE DIRECTOR KATLIST AGENCY - EMEA

Pitched, directed, produced and shot social first content brand campaigns for Diageo portfolio including Haig Club, Covosier, Ciroc. Directing talent such as David Beckham
Also producing social content for Kickers (Pentland Group) for Gen-Z brand launch.

Key Achievements:

- Producing and directing 'Sunset Sessions' feat. David Beckham for Haig Club Whisky
- Launching Places + Faces fashion collaboration with Ciroc Vodka
- Directing 'Joie de vivre' social campaign for Hennessy
- Directing Ciroc Brits After Party

CREATIVE DIRECTOR THE THING IS THIS - GLOBAL, CONSULTANCY

As a freelance consultant I have been supporting clients, leading projects and collaborating with specialist teams. Delivering leadership, strategic direction and creative direction from brief to activation.

Key Achievements:

- Built strategic framework, concepts and marketing strategies for DEI activations in US for Contiki
- Directed creative process leading to winning new business pitches for the KKB Ltd (2023)
- Marketing and Creative Strategy of Hayu 'Moments' campaign (global release inc Australia) (2021)
- Produced social content and marketing strategy for Spotify 'Who We Be' event (Manchester) (2020)
- Directed music video for Jameson Whiskey (Pernod Ricard) 'Seen & Heard' initiative (2021)
- Produced, directed and developed content for Kickers (Pentland Group) EMEA team (2021)

Clients include; Kids Know Best agency, Hasbro / Twister, Jameson Whiskey, Spotify, elevenfiftyfive, Contiki, Anzu, Sage, Hayu (universalNBC), King (Candy Crush), Pentland Group

HEAD OF CREATIVE STRATEGY PARADISE LONDON - GLOBAL

Responsible for pitching, winning and delivering content for international brands. I was responsible for owning the creative strategy, creative production, (internal / external partners) and also creative direction on projects.

Key Achievements:

- Led the worldwide branded content and digital marketing and creative development for Bacardi/Grey Goose 'Live Like' social media creative project.
- Directed event Ed Sheeran x LIC live gig / content in association with the London Irish Centre
- Boosted-up YOY revenue in new creative, new business projects during employment.
- Provided several content campaigns to companies including; Reed Recruitment, DRG, Cord, Salon QP, Hayu, Monster Energy, UMGB x FIFA, ITV x Love Island, Jack Wills, Universal Music, BMG Productions, AIM (Re-brand and Award), Taste Festival, Penguin x PRIDE, Ministry of Sound, Mastercard, Disney, BBC Three, BBC Glastonbury Festival, Kobalt Music, DRG, Sister Pictures, Tourism Island x Ed Sheeran, HBO, and Asics Reading & Leeds Festival.

CREATOR & WRITER

**RUPERT
& REGIS**
HIS MAGICAL BOOKSHOP



KICKSTARTER

I also created my own childrens IP for publishing, television and audio. Launching a successful Kickstarter in 2023 an original series of stories is in the works with the hope of producing an animated television show intime for Christmas 2025.

Inspired by my grandpa after his passing as is a tribute to his love of storytelling. More info [here](#).