

Hybrid Creative Director and Media Strategist with 14+ years' experience leading culturally resonant campaigns across entertainment, gaming, and lifestyle. I thrive at the intersection of creativity, strategy, and media innovation—crafting ideas that drive measurable results. Known for leading cross-disciplinary teams, mentoring creative talent, and delivering award-winning work that connects audiences to culture. Clients include Google, Spotify, Wooga, Blizzard, Mars, and Disney. Industry Speaker at Adobe Make It 2025

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Key Achievements

- Directed global campaigns for Google Lens, Pixel, and Chromebook
- Cannes Lions Awards 2025 Curry's 'Letting the Gen-z colleague write our marketing script'
- Leading and mentoring a Global 17-person creative team
- Directed editorial 'sunset sessions' content for Haig Club x David Beckham
- Establishing partnerships with Vogue, Wired, YouTube.
- Directed Ed Sheeran video content and music concert for London Irish Centre
- Drove creative strategy securing £3.7M in new business for Mars brands (Subway, M&M's, Snickers) and delivering pitches collectively worth £10M-15M.
- Increased installs by 28% for Wooga's "June's Journey" and by 34% for Warhammer Tacticus via creator-led media innovation.
- Directed Reebok x Blippi Commercial (US)
- Directed and launched Blippi Roblox, plus launched Disney+'s Morphle
- Pioneered the "Community Content" framework for gaming clients, merging influencer strategy x performance metrics for Supercell and 2K Games (NBA, WWE)

Core Expertise

- Creative Direction
- Creative Strategy & Connect Innovation
- Campaign Ideation & Storytelling
- Content Direction and production
- Culture and fandom
- New Business Leadership & Pitch Strategy
- Cross-Disciplinary Team Leadership & Mentorship
- Digital, Social & Experiential Campaign Development
- Creative Craft Oversight & Cultural Relevance

Founder

[Noodle & Caboodle.tv](#) an independant content & IP Development studio

Professional Experience

2025-Present - the forge at PHD (Previously DRUM)

Creative Director

- Directed full agency repositioning, identity and rebrand post merger including full brand identity, showreel, brand assets, deck templates.
- Delivered #thecoldestdub social first campaign for The North Face x D Double E +Culted.
- Managed full Creative & Design department
- Creatively directed countless £500k-£15M global brand pitches for the agency.
- Fractured my toe moving office desk without taking a day off.
- Won pancake flipping contest

Freelance Creative Consultant |

Creative Direction, Strategy and Content

- Delivered new business pitches collectively worth £10-15M, securing global creative projects across entertainment, gaming, and brand sectors.
- Led creative ideation, strategic planning, and direction for culturally sharp, insight-driven campaigns.
- Directed video campaigns with David Beckham, Ed Sheeran, Maya Stormzy Jama.
- Partnered with leading brands across Tech (Denuvo, Unity, Android), Entertainment (Hasbro, Spotify, Warner Music), and Lifestyle (Diageo, F1)
- Leveraged key agency partnerships (BBH, Essence Mediacom, Freuds) to scale project delivery and creative output.
- Directed youth-focused, digital-first storytelling and social campaigns for Pentland Group..

Jan 2025 - June 2024 - MediaBodies |

Global Creative Director (FTC)

- Led cross-disciplinary creative teams across London and LA, delivering high-impact campaigns across gaming, entertainment, and lifestyle brands.
- Directed global launches for AAA titles, shaping content strategies that merged influencer, creator, and media innovation. Key clients included; 2K Games, Supercell, CrunchyRoll, Wooga, and Blizzard.

Oct 2024 - Jan 2025 - Fabric Social |

Executive Creative Director (FTC)

- Drove pitch and creative strategy that won
- £3.7M in new business across Mars brands (Subway, M&M's, Snickers).
- Oversaw creator-first social activations and viral TikTok campaigns increasing engagement among 16-24s by 27%.
- Mentored creative and production teams to push innovation in branded storytelling.

Nov 2023 - Jan 2024 - Moonbug Entertainment |

Global Creative Director (Kids & Family IPs)

- Directed creative and brand storytelling for flagship IPs including CoComelon, Blippi, Morphle & The Magic Pets, and Little Angel.
- Oversaw social-first content, trailers, and campaigns with partners including Disney+, Reebok, and Sesame Street

Jan 2021- Nov 2023 - Essence Mediacom (Google Account) |

Creative Director EMEA

- Led creative direction for Google's key consumer and product campaigns including; Google Lens, Chromebook, Chrome, and Pixel.
- Cultivated and led a 17-person multi-disciplinary team (strategy, design, production) delivering cross-platform storytelling across YouTube, TikTok, Meta, and Reddit.
- Directed global partnerships with Vogue, Wired, IGN, Unilad, and YouTube, presenting final creative to senior stakeholders.

Pioneered innovation in adTech (Pegasus) and led Metaverse ideation sessions with Google, Twitch, and ITV.

2016-2021 - Paradise London |

Creative & Strategy Director (Entertainment & Brand Partnerships)

- Directed creative and brand campaigns for entertainment and lifestyle clients including; Bacardi, Grey Goose, Jack Wills, and Universal Music.
- Produced branded storytelling and live content for BBC Glastonbury, UMGB x FIFA, and Channel 4.

2015-2016 - The Official Charts |

Creative Partnerships Director

- Launched the Official Vinyl Chart in collaboration with Record Store Day, BPI and Entertainment Retailers Association
- Created and delivered the innovative creative ad solution for Google Play which used Official Chart Data to power the ad creative in real tune with the R1 Chart Show.. Collaborated with Google Labs / BBC Radio 1
- Partners Lionsgate (film screening of 'Brotherhood'), Adidas and Westfields. Including; live events, display advertising, branded content and social media. (August 2016)

2010-2014 - Dennis Publishing |

Creative Partnerships Director

Developed bespoke, content-led campaigns for major entertainment, tech, and lifestyle clients. Collaborated with Google Labs to pioneer live data-driven ad creative. Delivered unique branded experiences for Google, Sony, Audible, and Adidas, including the Breaking Bad "Bacon Bad" live activation.

Thought Leadership & Awards

- Cannes Lions Award 2025 (Fabric Social / Currys)
- Guest Speaker, Adobe Make It 2024
- Guest Speaker, CMO International, 2024
- Speaker, AdWeek Europe 2022 - "Brand Storytelling in Gaming"
- PPA Nominee and Rising Star Award, 2012.
- Blue Peter Badge Winner (yes, really)
- Creator of multiple original children's IPs including; Rupert Regis & His Magical Bookshop, Flo & Otto. Chuck Loris, Kids of Olympus and RollLondon School of Film,

Education

Regent's College - MA Scriptwriting for Film, Theatre & TV (2014)
University of Chichester- BA (Hons) Performing Arts (2009)

Hobbies

Huge Film fan and lover of animation, technology and character design. I practice Karate and a massive Fan of NBA and NHL Plus, who doesn't love a good music gig