



Senior Creative

CREATIVE IDEAS & CAMPAIGNS
SOCIAL STRATEGY
FROM BRIEF TO FINAL CUT

01 / PROFILE

Social-first creative working across campaigns, creative direction and integrated content. I turn broad briefs into ideas people can understand quickly, then stay close to the work through scripts, shoots, design, editing and delivery. My background in design, motion and post means I can find the angle, shape the system and make the final work land.

02 / EXPERIENCE

EXPERTISE

CREATIVE IDEATION

SOCIAL STRATEGY

ART DIRECTION

SOCIAL STORYTELLING

FILM & MOTION

TALENT DIRECTION

PAID & ORGANIC

LIVE CONTENT

AI-ASSISTED PRODUCTION

F1 Arcade

2025-NOW

Senior Creative Content Manager

- Lead social direction and strategy across always-on content, talent shoots, partnerships and live events, shaping each project from brief to delivery.
- Shape always-on and campaign content around platform behaviour, audience signals and social algorithms, maintaining consistent engagement with clear spikes around live activations.
- Stay hands-on from treatment and scripting through production, editing, stakeholder review and Formula 1 approval.
- Brief and direct teams of 2-4 designers and editors, working closely with global strategists and the Creative Director.

BMW UK & Ireland / .Monks

2021-2025

Social Designer 2021-2024 > Senior Creative 2024-2025

- Dedicated to BMW UK and Ireland, with additional project support for MINI, helping both brands show up more human and culturally relevant on social.
- Promoted to Senior Creative in 2024 within a 12-person social team, leading creative routes, storyboards, shoot direction and post.
- Coordinated production teams of around eight across intensive live activations, keeping capture, approvals and rapid delivery on track.
- Worked across 400+ social assets during my time on the BMW account.

63.3M+

REPORTED SOCIAL VIEWS
+ MEDIA REACH

RECORDED 2025-NOW

EARLIER CREATIVE ROLES

Scoop & Spoon Graphic Designer > Senior Graphic Designer / 2017-2021

Peppermint Bars / Equals Junior Designer > Graphic Designer / 2015-2016

Freelance Motion & Graphic Design / 2014-2015

Results that hit.

01 / CASE STUDIES

F1 ARCADE / MIAMI WATCH PARTY

A full race weekend.

I shaped the Miami watch party into a three-day activation and campaign, connecting the venue, creators, paid media and PR across Friday's party, Saturday's cultural moment and Sunday's Grand Prix.

EVENT PLANNING / CREATIVE DIRECTION / PRODUCTION

BMW / PGA CHAMPIONSHIP

People first.

BMW's 20th PGA partnership needed talent, product and event content that felt premium without losing personality. Over eight weeks, I built ideas around nine personalities, then directed the work across five live days.

9 PERSONALITIES / 5 LIVE DAYS / TALENT, PRODUCT & EVENT

BMW / GOODWOOD FESTIVAL OF SPEED

Car culture, made live.

Goodwood split the live plan across trackside premieres, BMW M and the Stable Yard. I led social direction across the intensive live production, coordinating the team while keeping capture, approvals and rapid delivery on track.

54 LIVE PIECES
ACROSS FOUR DAYS

1.25M+ REPORTED REACH

02 / EDUCATION & TOOLS

BA (HONS) GRAPHIC DESIGN / 2:1

University of Bedfordshire / 2014

AOI & TFL AWARDS

London Stories, Top 50 / 2014

TOOLS & WORKFLOWS

DESIGN	Photoshop, Illustrator, InDesign and Figma
MOTION	After Effects and Premiere Pro
PRODUCTION	Concepts, storyboards, shoots, edit and delivery

AI

CHATGPT + CODEX	Research, concepts, copy and prototypes
HIGGSFIELD	Visual development, motion and AI video

LET'S MAKE THE NEXT THING LAND.

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