

profile

Creative leader with 18+ years of experience building brands, campaigns and customer experiences across agency, startup and founder-led environments. Combines brand strategy, creative direction and storytelling with hands-on commercial leadership gained from founding, scaling and exiting multiple businesses. Led the development of award-winning brands, integrated marketing campaigns, experiential activations and partnerships across the UK and USA, helping organizations strengthen their market position, engage audiences and drive sustainable growth.

experience

Co-Founder & COO / Brand Lead | OVO Vodka (USA) | 2018 - Present

Built and scaled an award-winning premium spirits brand.

- Led brand strategy, creative direction and positioning across all consumer, retail and commercial touchpoints
- Scaled OVO Vodka to 400+ accounts across 7 U.S. states, supporting 50,000+ units sold and 3.5x year-on-year revenue growth
- Developed brand identity, campaigns, packaging and activations.
- Helped raise \$1.2M+ in funding through investor storytelling, brand development and growth planning
- Improved gross margins by 50%+ while reducing average price by 20%, strengthening competitiveness and unit economics

Brand & Creative Lead | Selected Independent Engagements (USA) | 2019 - Present

Delivered senior-level brand, growth and creative engagements for businesses seeking clearer positioning, stronger customer experience and commercially effective brand systems.

- Served as Creative Director for ReitDesign (NYC), Designity and client engagements, leading creative strategy, campaign development and cross-functional teams
- Delivered brand, campaign and digital experience work for organisations including Spectrum Mobile, Nevada State and W Hotels
- Led the development of 50+ brand systems, campaigns and digital experiences across hospitality, consumer and service sectors
- Supported businesses in improving brand clarity, customer engagement and commercial consistency across key touchpoints

Sr. Design & Marketing Manager | Graphic Service Bureau / billbridge (USA) | 2016 - 2018

Led brand, marketing and design initiatives for a B2B technology company, supporting growth through stronger positioning and customer experience.

- Directed a full company rebrand across website, collateral and digital presence
- Designed UI/UX for a client onboarding platform used by 400+ companies
- Supported sales and partner growth through improved campaigns, presentations and commercial materials

Marketing Consultant | Jungle Rumble Adventure Golf (UK) | 2014 - 2016

Supported growth across 6 UK venues through marketing and operational improvements.

- Contributed to sustained revenue growth across a multi-location entertainment business over a three-year period
- Improved supplier cost efficiency and strengthened local brand visibility through partnerships and promotional campaigns
- Supported venue marketing, customer engagement and day-to-day commercial activity

Founder & Creative Director | DigitalHi (UK) | 2010 - 2014

Founded and grew a creative agency delivering branding, websites and marketing campaigns for SMEs and recognised consumer brands.

- Built and managed client relationships with brands including Liverpool FC, Thomas Cook, Holiday Inn and Genting Casino
- Led creative direction, client delivery and day-to-day business operations across branding, digital and marketing projects
- Developed scalable creative processes across multiple client accounts

Managing Director | Unfold Media Ltd (UK) | 2010 - 2013

Built and scaled a multi-site commercial business across sales, operations, recruitment and team leadership.

- Grew the business to £960k in annual revenue within 3 years
- Built and led a team of 20+, including a 16-person sales team driving growth
- Oversaw sales operations, customer acquisition and day-to-day business management across multiple locations

Graphic Designer | Black & Ginger (UK) | 2008 - 2010

Developed branding, print and digital design work for a range of client accounts, supporting projects from concept through to delivery.

- Built strong foundations in visual identity, layout, typography and client communication
- Delivered work across multiple projects within a fast-paced agency environment

education

MBA Business Management | Liverpool Business School (LJMU) | 2015-2016

BA (Hons) Graphic Design | Lancaster University | 2007-2010

skills

Creative Direction | Brand Strategy | Campaign Development | Storytelling | Creative Leadership | Experiential Marketing | Brand Partnerships | Art Direction | Copywriting | Presentation Design | Integrated Marketing | Retail Activations | Creative Pitching