

SUMMARY

Creative with 5+ years' experience leading end-to-end campaign development for global premium brands across Europe and Asia. Proven ability to concept, direct and deliver multi-format content – from digital and editorial to experiential and visual identity – that drives measurable brand and commercial outcomes. Academically grounded in economics, digital asset infrastructure and behavioural strategy. Completing MSc in Advertising and Creative Direction at TU Dublin.

RECOGNITION

Work featured across Nike SNKRS, Hidden.NY, Patta and EyeC Magazine, with inclusion in the PhotoIrelandCollection permanent archive.

WORK EXPERIENCE

Patta – Product & Content Manager, Amsterdam, Netherlands (2020–2022)

- Led end-to-end product storytelling and digital campaign strategy for global streetwear releases, managing creative direction, production and cross-platform distribution
- Contributed to campaign strategy for the Nike x Patta "The Wave" releases, supporting global storytelling that contributed to approximately €16m in online revenue
- Built a cohesive visual and editorial system across Patta.nl, redefining product presentation to strengthen brand consistency and audience engagement
- Developed cross-platform positioning strategies integrating social, e-commerce and editorial channels across multiple international markets

Sevenstore – Creative, Liverpool, UK (2022–2023)

- Concepted and directed integrated campaigns from ideation through to rollout, spanning photography, video, physical activation, sound curation and ceramic sculpture
- Managed all creative production, including timelines, budgets, external collaborators and cross-functional stakeholders

- The Sevenstore x New Balance 2002R "Refined the Future" Lisbon campaign was recognised by New Balance Europe as the strongest UK execution for the release
- Delivered premium multi-sensory brand experiences that elevated Sevenstore's positioning within the European premium retail landscape.

Bluepress Records – Creative Director, Manchester/Dublin (2025–present)

- Redesigned and rebuilt the complete visual identity for an independent UK Garage label operating between Manchester and Dublin
- Developed a cohesive brand system spanning logo, typography, colour and art direction that captured the cultural authenticity of the UKG scene
- Delivered across all touchpoints – merchandise, vinyl artwork, digital and physical campaign assets and event outputs
- Secured retail partners and distribution for physical releases, extending the label's presence beyond digital into cultural spaces

Freelance – Creative Producer, Seoul, South Korea (2023–2025)

- Supported brand activation and creative strategy for international brands operating in Seoul across fashion, lifestyle and cultural sectors
- Advised Western and Korean brands on youth and cultural positioning, translating local market insights into globally relevant creative direction

EDUCATION

- **TU Dublin** – MSc Advertising & Creative Direction. (A Thesis on behavioural loyalty systems and engagement mechanisms on digital platforms)
- **UCD** – BA Political Science.

SKILLS & CERTIFICATIONS

Creative concept development · Campaign storytelling · Stakeholder management · Campaign analytics · Performance reporting · Pitching and presenting · Cultural and trend research · 360 campaign development · Adobe Creative Suite/Figma

- **University of Helsinki** - AI Ethics Online Certificate (2024)
- **Google Courses** - Basics of Machine Learning (2024)