CV19

# SARAH MARIA DOYLE
## SENIOR ART DIRECTOR

SARAHMARIADOYLE.COM
07872 638167

## INTRODUCTION

I'm a senior creative with vast experience in developing genuine propositions that drive strong emotional connections. Overseeing the appearance of each campaign, how it communicates visually, stimulates moods to the psychology of the target audience to generate a brand conversation and increase sells.

I also enjoy managing a team of designers, holding valuable conversations with clients, or helping the producer figure out the numbers. I'm endlessly upbeat, constantly inspiring and encouraging the team around me. After all, when you're positive, the team will be too. I am natural in helping my colleagues grow, exploring their abilities and spotting their strengths. On top of that, I like to shape the brief and make sure my team really get it and feel part of it. That will mean researching or endlessly scribbling on pen and paper, sketching or chatting away. Whatever it takes to really get to grips with the problem at hand.

Hire me to lead or support your team with brand strategies, cracking the brief, experiential marketing, integrated campaigns and social thinking... It's what I love doing.

## INDUSTRY ACHIEVEMENTS

**Awards**
AEO Awards, 2013. Best use of Social Media – Cisco Live! 2013.
C&IT Excellence Award, 2013. Best Global Congress – Cisco Live! 2013.
European Best Event Awards, 2013. Best European Conference – Cisco Live! 2013.
HRH Awards, 2010. Best Survival Clinic UK – NHS Community Health Clinics.
Design Week Awards, 2007. Best Telecoms Brand – GO.
Design Week Awards, 1998. Best Retail Video – Barb Wire.
Visual Creativity, 2004. Album Cover Design – HYBRID Wide Angle.

**Pitch Wins**
BP, GO HTC, Laing O'Rourke, LV, MINI, Mondelēz Int., MTS, NHS, Samsung, Total and YOTA.

## EXPERIENCE

02.15 - Present — SENIOR ART DIRECTOR FREELANCE

4.06 Years

**AMV BBDO, Direction Group, Engage, Freeman XP, Smyle, Space and TC Communications.**
BP, Leerdammer, Microsoft, NHS, O2 Retail, Samsung, Sheba, Wimbledon and Yota.
I love to explore and develop ideas. Using creative narrative storytelling and innovative design solutions when I present my ideas. I can show new ways to take your customers on a natural consumer journey, create change and become the future of your brand story. I specialise in content and design for 360 integrated campaigns via branding, events, pop-ups, retail and social media.

11.06 - 01.15 — CREATIVE LEAD FULL-TIME

3.02 Years

**George P Johnson**
Audi, BMW, Cisco Live!, Huawei, MINI, Rolls Royce, Samsung and Wella.
Creative lead (four designers) on ideation, digital and print content, physical experience, scenography, graphics and branding across all events. Presentations and communicator of concepts, mood boards, mac visuals, sketches, art directing CAD composites and prototypes to cross functional collaborators.

1 Year

**Elvis Communications**
HTC Singapore HQ:- HTC EVO 3D, HTC Explorer, HTC Rhyme and HTC Sensation XE.
I led the creative process end to end from the conceptual ideation, visualisation and creative development of all experiential retail activations. Creatively managed two creative teams and four designers to produce customer journey tool kits of HTC smart-phone product launches.

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## EXPERIENCE (CONT.)

11.06 - 01.15 CREATIVE LEAD FULL-TIME (CONT.)

4 Years **Cheil Worldwide**
Samsung EMEA UK - Samsung Ultra Touch, Samsung Beats, Samsung Toby, Samsung Genio and Samsung BizzBee. Samsung LED TV, Samsung DSLR Camera and Samsung CSR Pink Ribbon.
Teamed with a copywriter our tasks included developing, presenting creative concepts and pitch layouts for global interactive campaigns. I also lead the internal creative team of ten in the right direction by inspiring and supporting them in design and providing them with motivational and development feedback in workshops. Creatively managed and sourced the external digital & film production companies, illustrators, photographers, 3D and sound specialists.

09.03 - 09.06 ART DIRECTOR FREELANCE

1 Years **Designate (Brighton)**
LV Insurance, Virgin Travel, P&O and Radio Taxi Group.
Teamed with the senior copywriter we were involved in all major briefs from advertising, branding, integrated campaigns. We where also the brand guardian for all design and production of the studio of four designers, six digital designers and all freelance teams.

2 Years **Brand Instinct** MTS Russia, **KLP (EURO RSCG)** Robinson Robinson's and Total UK, **M&C Saatchi (LIDA)** NatWest and Superdrug, **Turquoise** Dubia Health Association and Go Mobile.

08.95 - 08.03 SENIOR DESIGNER FULL-TIME

4 Years **Boy Meets Girl (Marketing Drive)**
Amnesty International, Audi, BVHE - DISNEY, Frijj, Hi-Tex, London Zoo, Royal Mail and Total UK.
Teamed with senior copywriter we were responsible for evolving a client's brief into a creative solution, concepting and implementing brand and marketing campaigns. Brand guardian for Disney and Total from concept to completion for branding, in-store POS, integrated campaigns, packaging design and retail experiences. Creative team leader of eight designers and production output of the studio.

2 Years **The Design Corporation** Arcadia–Top Shop, Clarks, Distinctive Records, Universal and Virgin Music.
2 Years **KS Agency** 4-Front, Film Four, PolyGram and Sega.

## PERSONAL

**Qualifications**
Kingston University: BA Hons in Graphic Design.
Farnborough Tech College: ND in Graphic Design, Advertising & Marketing and Business Studies.
Bracknell College: Diploma in Art & Design, Advertising & Marketing and Finance.

**Training**
To enhance my digital intuition and professional potential I take part in regular courses & workshops at D&AD, Future Learn, General Assembly, Tate, The School of UX and UAL.

**Hobbies**
Cooking: I make the best apple crumble ever… Graffing: Part of the Femme Fierce Crew.
Keeping active: Charity Triathlons, Diving, Pilates, Skiing, Rowing, and Yoga.
LEGO Ring design & Metal work: Upcycling anything I can find and making it useful again.
Photography and Video: Capturing moments wherever I go on my bike.

**References**
Jo Booth – Planning Director: 07917 771770 email: boothj211@gmail.com
Marco Alessi – Interactive Design Director: 07963 380496 email: shoutmarco@gmail.com