

LUCY AIRD

Associate Creative Director, specialising in brand development & integrated marketing campaigns

London-based creative with 17 years experience in advertising, marketing and corporate big tech, producing award-winning creative campaigns.

Combining extensive creative expertise and strategic thinking, I specialise in elevating brands and campaigns across all levels of the marketing funnel.

Excels in delivering innovative and engaging creative solutions, that drive business results through a customer-first approach. Consistently produces high-impact marketing assets across digital and print channels, maintaining exceptional creative standards.

Skilled at leading internal and external creative teams, fostering an environment that inspires excellence, AI adoption and cultivates professional growth.

Strong collaborative mindset and decisive problem-solving abilities, consistently delivering outstanding results that exceed expectations.

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SKILLSET

- + Creative Direction
- + Art Direction
- + Creative reviews
- + Graphic Design
- + Digital / Print
- + Team Management
- + AI creative production
- + Leadership
- + Mentoring
- + Full funnel marketing
- + Brand development
- + Integrated campaigns
- + Evergreen content
- + Social campaigns
- + Film / Photo shoots
- + Virtual Production
- + Presenting
- + Retouching

APPLICATIONS

- + Adobe Creative Suite
- + Microsoft Office
- + Figma
- + Sketch
- + Frame IO
- + Bynder
- + Amazon Q
- + Asana / Monday.com

BRANDS

- + Amazon
- + Aquafresh
- + Bank of Scotland
- + BBC
- + BT
- + Cazoo
- + Colgate
- + Disney
- + EE
- + GSK
- + Halifax
- + Ikea
- + Lloyds Bank
- + Microsoft
- + Samsung
- + Shell
- + Skoda
- + Subway
- + Superdrug
- + VW

EDUCATION

BA HONOURS: FIRST CLASS

Sep 1997 - Jun 2000 | Ceramics | U.W.E

AWARDS

Purpose Awards 2022 Winner: Brand Led – Best Environmental Cause Campaign for IKEA at RAPP

Cannes Lions 2021 Silver: Typography for IKEA at RAPP

DMA 2019 Gold: Best Design / Art Direction for IKEA at Proximity London

DMA 2019 Gold: Best Use of Social Media for IKEA at Proximity London

DMA 2019 Bronze: Best Creative Solution for IKEA at Proximity London

EMPLOYMENT

ASSOCIATE CREATIVE DIRECTOR: AMAZON

Permanent | Aug 2024 - ongoing | 1 yr 6 mos

Leading the creative vision for all marketing collateral within EMEA TA marketing at Amazon, including: integrated campaigns, evergreen marketing and brand development initiatives. Managing creative teams, I oversee the conceptualisation and execution of innovative marketing creative that consistently elevates Amazon's brand presence.

Responsible for directing and overseeing high profile video and photo productions. Overseeing both internal teams and external agency partnerships. Driving creative excellence through high standards, AI adoption and data-driven insights. Ensuring deliverables exceed business objectives, within fast-paced delivery targets, working to a comprehensive planned roadmap.

SENIOR ART DIRECTOR: AMAZON

MBO Contract | Apr 2024 - Aug 2024 | 5 mos

T&P Contract | May 2023 - Mar 2024 | 11 mos

Successfully led the art direction, development and delivery of TA marketing assets for Amazon. Collaborating with strategy, design and copy to deliver impactful marketing collateral in both digital and print. Managed external agency and in-house creatives to exceptional creative standards

Key responsibilities included the creative oversight and development of campaigns, brand, evergreen, video / photo shoots. Ensured brand standards and consistency across all EMEA markets. Developed and maintained the creative DAM for internal stakeholders.

The role began as an in-house role for T&P in Amazon, and developed into a position with Amazon's trusted contract partners, MBO.. My consistent delivery of creative excellence and exceptional results led to my permanent appointment.

SENIOR INTEGRATED DESIGNER / ART DIRECTOR: VARIOUS ADVERTISING AGENCIES

Freelance | Dec 2012 - May 2023 | 10 yr 5 mos

Extensive freelance experience in integrated design and art direction for various advertising agencies, creating for well-known brands working in FMCG, Energy, Telecoms, Big Tech, Automotive, Retail and Finance.

Advertising agencies: Adam & Eve Studios, RAPP, VML, MRM, TMW Unlimited, Proximity London, McCann, Oliver, Wunderman, Burson, JWT, Cain & Abel, AMV BBDO + more.

DIGITAL DESIGNER: PANCETRIC DIGITAL

Permanent | Nov 2006 - Nov 2012 | 6 yrs

Created campaigns, websites, apps, digital banners and emails for popular FMCG brands.