

meg day

CREATIVE // ART DIRECTOR

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PROFILE

An integrated creative with over six years experience within the creative advertising industry as a creative and art director, specialising in conceptualising, visualising and executing creative social campaigns. A conceptual thinker focussed on how the 'big idea' can solve the client problem and dedicated to seeing this vision through to the very last detail. Experienced in creating global 360 brand campaigns across a range of channels including TV, digital, experiential and specialising in social. Hugely passionate and knowledgeable about fashion, lifestyle and luxury sectors with an obsessive eye for trends. A self-starter with a growth mindset, thriving off creating bold ideas for brands that connect with communities and disrupt culture, whatever the budget.

TRANSFERABLE EXPERTISE

CAMPAIGN IDEATION

Experienced in creating 360 advertising campaigns for global brands from initial ideation stages to full through the line production. A blue-sky thinker tapped closely into social trends and relevance. Driven to create work that moves culture.

CONTENT AND SOCIAL STRATEGY

Skilled in social strategy, content direction and creation. Knowledgeable of all platforms and particularly focussed on creating relevant work derived from cultural insights. On the pulse social knowledge and obsessive trend tracking, especially within the fashion, lifestyle and luxury space.

SKILLED DESIGN BACKGROUND

Skilled in Adobe Creative Suite (including Photoshop, Lightroom and CaptureOne), Image and Motion Editing, Layout and Typography. Experience in branding and visual identity building. Craft obsessed perfectionist with a sharp eye for detail.

CREATIVE DIRECTION

Comfortable leading creative teams, creative decision making and oversight. Experienced as a creative lead for projects, collaborating with production teams to drive one clear vision. Devoted to the development and support of more junior team members as a passionate mentor.

EDUCATION

Loughborough University - Graphic Communication BA (Hons) | First Class | 2015-2018

Art and Design Dissertation - The role of Brand Strategy within Western Contemporary Consumerist Culture | First Class

St Clement Danes School - A-Level | A*AB | GCSE - 10 A* - B Grades | 2009-2015

KEY SKILLS

Conceptual thinking

Social Strategy

360 Campaign Production

Content Creation

Trend Aware

Brand Strategy

Experiential & Event

Graphic Design

Typography & Layout

Skilled in Adobe Suite

Proactive Self-Starter

Team Leadership

EXPERIENCE

HEAD OF BRAND CREATIVE & SOCIAL STRATEGY | ROXIE NAFOUSI | FEB 2024 - PRESENT

Lead Creative driving Roxie Nafousi's creative and social content towards increased sales and engagement. Working on building Roxie Nafousi as a brand across all social platforms, conceptualising and creating platform native content and establishing an engaged social community and business performance through an informed social strategy. Conceptualising campaign ideas for new launches and products, art directing and producing social, editorial and lifestyle shoots and designing campaign and brand assets. I direct a web of photographers and videographers to ensure a consistent look and feel across all social content and execution of high quality content within the luxury, wellness and fashion space. My role also includes executing promotional events from concept to final production, including social promotion surrounding the event.

MID-WEIGHT CREATIVE / ART DIRECTOR | VAYNER MEDIA | AUG 2022 - FEB 2024

Working on campaign ideation, social strategy, content creation and community engagement across Zalando, TikTok, NatWest & Coutts. This role engulfed me within a depth of experience of socially native brand campaigns across all platforms; some with tight reactive turn arounds and low budgets, some with fully crafted production. Regularly sourced and dealt with talent and influencers and leading creative teams creating through the line campaigns and social content. I led a team of 5 creatives on the Zalando account, creating seasonal campaigns from conceptualising, shooting, editing and phasing through content plans. I worked on multiple pitches securing work from Starbucks, UniQlo, Asos and END Clothing.

MID-WEIGHT CREATIVE / ART DIRECTOR | VCCP | 2021 - 2022

Creative Art Director at VCCP working within a creative team to develop and execute ideas for global brands including Cadbury, Pret, TFL, O2, and EasyJet. Focussed on creating big idea campaigns that redefine brands and culture, we crafted 360 campaigns across TV, Radio, OOH, DOOH, Social, Experiential and Retail. Role included leading creative on multiple shoots working closely with producers, photographers and film makers to produce highly crafted stills, long and short form content. Experience in all areas of art direction on set; set design and styling, prop sourcing, lighting and camera set up. I regularly sourced shoot locations and built a strong industry network and repore with a wide range of photographers, directors, models and influencers. I supported and mentored junior creatives to craft ideas and support presentation skills.

JUNIOR CREATIVE / ART DIRECTOR | VCCP | 2018 - 2021

Creative Art Director at VCCP working within a creative team to develop and execute ideas for global brands including EasyJet, O2, Holland & Barrett and Shell. Headhunted from D&AD New Blood, I developed through the line creative for campaigns across TV, OOH, Press, Social and Retail. Role included idea generation, full campaign development, presenting ideas to clients and liaising with strategy, production and creative directors to produce end-to-end nationwide campaigns. I assisted on set regularly as an Art Director, liaising with producers, stylists and models with ease. I was involved in crafting final outputs across editorial and print and presenting and winning multiple pitches as a junior creative team.

EVENTS STYLIST | DAY PRODUCTIONS | 2018 - 2021

Creating, producing and styling private celebrations and parties from design stage to event date. Role included event ideation for brands, set design, staging, interior styling and event production working with a range of suppliers. Clients include; H&M, Zara Home, Guinness Family, Boden, Champneys Spa, Kirstie Allsopp and high profile private families.

CREATIVE INTERN | DONER | 2017

Internship at Doner London assisting on creative campaigns and shoots for Fiat and Huawei. Role included supporting creative teams on shoot and with campaign ideation.

CREATIVE INTERN | CHEIL | 2016

Internship at Cheil London assisting on creative campaigns and experiential events for Samsung. Role included creative ideation, image research and acting as a runner on shoots.

EVENTS ASSISTANT | IMMEDIATE MEDIA CO | 2014 & 2016

Events Assistant working alongside the Event Director to plan and art direct events for the company's publications including Radio Times, Gardeners' World, Good Food and Top Gear. The role involved creating and styling event spaces. I was also responsible for sourcing and closing sponsorship deals for the company's events and publications.