



Contact

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London - United Kingdom

Languages

- English - Native or bilingual
- French - Native or bilingual
- Arabic - Full professional proficiency
- Spanish - Limited Working proficiency
- Indonesian- Limited Working proficiency

Core Strengths

- Creative Direction & Thought Leadership
- Creative Innovation & Emerging Technologies (AI, DCO, creative tools)
- Social-First & Platform-Native Thinking
- Performance Marketing & Data-Driven Advertising
- Campaign Optimisation, Testing & Creative Auditing
- Global Campaign Development (EMEA focus; exposure to global markets)
- Team Leadership, Mentorship &
- Agency & Stakeholder Management
- End-to-End Production Oversight (Concept → Delivery)
- Strategic Thinking & Creative Execution
- Brand Strategy & Guardianship
- Project Planning, Resource & Budget Management
- Multi-Client & Cross-Functional Collaboration
- High-Level Presentation, Pitching & Communication Skills

Education

CREAPOLE - School of Design & Management

MASTER'S DEGREE: Visual Communication & Design Management

BACHELOR'S DEGREE : Visual Communication & Multimedia

Paris, France. 2007-2012

Lycée Georges Pompidou

Economics and Social Studies
(High school diploma)

Dubai, UAE. 2000 - 2007

CHRISTEL AMIEL

Creative leader with 14+ years of experience shaping high-impact, culturally relevant work across EMEA and global markets. Proven track record leading end-to-end creative across brand, digital, social and integrated campaigns for global brands including LEGO, American Express, Amazon, Dyson, The Economist, Adobe, Renault, Toyota, Lexus, HSBC, Red Bull and Sony.

Strategic and commercially minded, with strong creative judgment and a high bar for craft. Experienced in building and leading high-performing teams, partnering with world-class agencies and senior stakeholders, and turning ambitious ideas into work that drives brand and business impact. At the forefront of creative AI, exploring and applying emerging AI tools and workflows to accelerate ideation, elevate craft and unlock new creative possibilities.

Passionate about emerging platforms, AI-enabled creativity, social-first storytelling and ideas that connect brands with culture.

Professional Experience

OMNICOM MEDIA

Creative Lead | Mar 2022 – Jan 2026

- Shaping creative strategy and direction across established brands and high-growth businesses.
- Deliver impactful creative for American Express, Amazon Business, Adobe, and Chequp.
- Turn complex business challenges into bold, distinctive creative solutions.
- Work closely with multidisciplinary teams across creative, strategy, technology, UX, and production.
- Build high-performing teams and foster a culture of ambitious, high-quality creative.
- Lead senior agency and production partners from brief through execution.
- Use creative AI daily across ideation, development, production, and problem-solving, integrating it into the creative process.

IPG MEDIABRANDS

Creative Lead | Mar 2022 – Jan 2026

- Owned creative leadership across complex, multi-market campaigns.
- Developed integrated work for American Express, Amazon, and Adobe.
- Connected brand ambition with commercial and audience objectives.
- Aligned strategy, media, content, UX, and production teams.
- Mentored creatives and challenged teams to push ideas further.
- Oversaw agency relationships and delivery across global programmes.
- Experimented with emerging AI tools to test new creative techniques, concepts, and workflows.

REPRISE DIGITAL

Creative Lead | Feb 2021 – Mar 2022

- Directed international creative projects from initial idea through to final delivery.
- Created campaigns for LEGO, American Express, Amazon, Dyson, and The Economist.
- Translated marketing objectives into clear, engaging creative solutions.
- Worked across strategy, media, content, UX, and production disciplines.
- Helped develop creative talent and strengthen quality of output.
- Coordinated agencies and production partners across multiple projects.
- Contributed to improving creative processes and team workflows.

THE ONLINE PROJECT

Creative Lead (Head of Creative Team) | Mar 2020 – Jan 2021

- Led creative output across regional accounts including Nescafé, Bank Al Etihad, and Crown Prince Foundation.
- Oversaw full creative lifecycle, from ideation to execution across digital and brand campaigns.
- Worked closely with clients across diverse markets, bringing cultural nuance into creative solutions.
- Guided teams to deliver strategically aligned, high-quality creative work under tight timelines.

LEODEN MENA

Senior Art Director (Head of Creative Team) | Feb 2018 – Dec 2019

- Managed and mentored a team of creatives, fostering a collaborative and high-performance environment.
- Led creative for brands including Renault, Lee Wrangler, and retail portfolios.
- Delivered integrated campaigns across brand, retail, and digital touchpoints.
- Elevated overall creative quality and consistency across accounts.

TOY TRIANGLE CO

Creative Lead Designer | Oct 2016 – Jan 2018

- Led design and creative development across multiple brand accounts such as LEGO, Barbie, Hotwheels, Fisherprice and more.
- Built strong foundations in creative ownership and delivery across channels.

THE ONLINE PROJECT

Art Director | May 2016 – Nov 2016

- Delivered creative for major brands including Audi, Swarovski, Sony, and IKEA.
- Developed brand-led campaigns with strong visual storytelling.

CREATIVE CONSULTANCY

Creative Direction & Brand Consultancy | Sept 2015 – Jan 2021

- Advised organizations including USAID, UNIDO, and regional brands.
- Delivered strategic creative solutions across branding, campaigns, and communications.
- Demonstrated entrepreneurial initiative in building and managing client relationships.

J. WALTER THOMPSON

Art Director | Dec 2012 – July 2015

- Worked on global brands including Toyota, Lexus, HSBC, and Red Bull.
- Built strong foundation in big-brand thinking, agency collaboration, and campaign execution.