



CHRISTEL AMIEL

Creative leader with 14+ years of experience delivering high-impact, culturally relevant work across EMEA and global markets. Proven track record of leading end-to-end creative development, from concept through production and delivery, across brand campaigns, digital ecosystems, and integrated activations for global brands including LEGO, American Express, Amazon, Dyson, The Economist, Adobe, Renault, Toyota, Lexus, HSBC, Red Bull, and Sony, among others.

Known for strong creative judgment, elevated taste, and the ability to inspire high-performing teams. Experienced in collaborating with world-class agencies and in-house teams to deliver breakthrough work that balances brand building with commercial impact. Passionate about emerging platforms, social-first storytelling, and culturally resonant ideas.
Multilingual: English, French, Arabic

Contact

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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

Professional Experience

IPG MEDIABRANDS

Creative Lead | Feb 2021 – Present

- Lead creative direction across multiple global brands, overseeing concept development, production, post-production, and delivery.
- Drive end-to-end creative leadership across campaigns for LEGO, AMEX, Amazon, Dyson, The Economist, Adobe, and others.
- Partner closely with global and regional marketing teams to deliver work that balances brand storytelling with performance.
- Collaborate with cross-functional teams (strategy, media, content, UX) to deliver integrated, insight-driven campaigns
- Provide clear creative direction and mentorship to internal teams, raising the bar for creative output.
- Manage relationships with agencies and production partners, ensuring creative excellence and efficiency.
- Champion innovation by integrating emerging technologies and AI-driven creative approaches.

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 MARKETING & ADVERTISING

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.