



CHRISTEL AMIEL

A Creative Lead with 14 years of experience delivering high-quality, results-driven work for global brands across performance marketing and brand strategy. Over the years, I've worked with leading brands including HSBC, American Express, LEGO, Sony, Toyota, Lexus, Renault, Red Bull, Amazon, The Economist, and Dyson, among many others. Adept with technology and digital platforms, I have extensive experience leading art direction across marketing, digital advertising, and brand management, while embracing innovation and the use of AI to enhance creative development and campaign performance. I am multilingual, speaking five languages with fluency in English, French, and Arabic.

My expertise spans creative direction, setting high standards, and leading cohesive, insight-led campaigns through close collaboration with UX, Paid, Strategy, Production, and Content teams. I bring strong managerial capabilities and the creative insight required to effectively oversee creative development and design processes. A confident leader skilled in prioritisation and delegation, I have significant experience managing teams, clients, and complex projects with precision and strategic focus.

Contact

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London - United Kingdom

Languages

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

Professional skillset

- Creative Direction & Leadership
- Performance Marketing
- Data-Driven Advertising
- Creative Innovation
- Project & Planning Resource Management
- Brand Strategy
- Creative Auditing & Performance Analysis
- Campaign Optimisation & Testing
- AI & Creative Tool (Figma, Adobe Creative Suite, DCO tools)
- Multi-Client & Stakeholder Management

Education

- CREAPOLE - SCHOOL OF DESIGN & MANAGEMENT**
MASTER'S DEGREE: Visual Communication & Design Management
BACHELOR'S DEGREE : Visual Communication & Multimedia
Paris, France. 2007-2012
- LYCEE GEORGES POMPIDOU**
Economics and Social Studies (High school diploma)
Dubai, UAE. 2000 - 2007

Work Experience

IPG MEDIABRANDS - KINESSO

CREATIVE LEAD

Accounts: LEGO, AMEX, AMAZON, THE ECONOMIST, DYSON, ADOBE, QUORN, APEROL, REESE'S

FEB 2021 - PRESENT

THE ONLINE PROJECT

CREATIVE LEAD

Accounts: NESCAFE, BANK AL ETIHAD, SAFWA BANK, CROWN PRINCE FOUNDATION, TAQA ENERGY

MARCH 2020 - JAN 2021

LEODEN MARKETING & ADVERTISING

SENIOR ART DIRECTOR (Head of creative team)

Accounts: RENAULT, LEE WRANGLER, MEDLABS, PRIME STORES,

FEB 2018 - DEC 2019

TOY TRIANGLE CO

CREATIVE LEAD DESIGNER

Accounts: RENAULT, LEE WRANGLER, MEDLABS, PRIME STORES,

OCT 2016 - JAN 2018

THE ONLINE PROJECT

ART DIRECTOR

Accounts: AUDI, SWAROVSKI, UMNIAH TELECOM, SONY, BANK AL ETIHAD, IKEA

MAY 2016 - NOV 2016

CREATIVE CONSULTANCY

Brand Consultancy, Creative Direction & Client management

Accounts: USAID, AMSTEL, UNIDO, LEILA ISSAM, BLUE FIG, WADI FINAN

SEPT 2015 - JAN 2021

J. WALTER THOMPSON

ART DIRECTOR

Accounts: TOYOTA, LEXUS, REDBULL, HSBC, ZAIN TELECOM

DEC 2012 - JULY 2015