

Summary

With over thirty years at the intersection of creativity and business strategy, I've dedicated my career to crafting ideas that not only align with client visions but also substantially drive their business goals and audience engagement. My professional ethos is built on respect, service, and integrity, shaping my approach to a wide array of projects—from launching start-ups to redefining PR agencies, from spearheading global campaigns to advancing NGO fundraising, and from innovating and raising billions in AuM for financial giants to pioneering visual media in Hong Kong. Each endeavour is met with an unwavering commitment to innovation, professionalism, and completion, regardless of scale. Through a blend of leadership, strategic insight, and empathetic collaboration, I've not only achieved a track record of successful campaigns but also fostered enduring partnerships and personal growth. I'm steadfast in my mission to deliver creative solutions that resonate, endure, and above all, exceed objectives, encapsulating the essence of a fulfilling and impactful career in creative leadership.

Work Experience

Freelance Creative Director May 2023 – Present

Providing value-driven consulting across various industries, tailoring unique strategies for each client.

- Created email marketing templates for ProFundCom, resulting in a notable rise in product interest and lead generation, with webinar participation as an expert speaker on email marketing reaching an 85% attendance and a 98% engagement rate.
- Achieved a 28% increase in LinkedIn page views and a 127% increase in interactions for ProFundCom, significantly enhancing their digital marketing impact.
- Boosted a photographer's online engagement by 343%, enabling a high-profile exhibition and media coverage, which significantly increased commissions and sales.
- Developing a Broadway dancer's brand strategy, poised to enhance their market presence and audience engagement.

Open to new opportunities to drive similar transformative results for future clients.

Creative Director @ Eric Sturdza Investments January 2018 – April 2023

Leadership and Collaboration:

- Successfully led a diverse range of projects in multiple languages, ensuring on-time completion within budget.
- Fostered a strong, collaborative relationship with the marketing, sales, fund management and compliance teams, resulting in impactful campaigns that resonated with our target audience.
- Maintained consistent communication with the Guernsey and Geneva teams for aligned strategies.

Digital Expansion:

- Achieved significant growth in our digital footprint through expansive social media and digital marketing campaigns.
- Consistent engagement from EN, FR & DE users.
- Surpassed metrics YoY in organic and paid campaigns.

Efficiency & Streamlining:

- Optimised workflows in social media, analytics, website management, fund-related documentation and content creation.
- Cultivated a proactive, empathetic, and professional approach toward colleagues and external partners, ensuring efficient project completion.

Content Excellence:

- Successfully led the execution of the yearly marketing plan, collaborating with third-party vendors to produce high-quality content.
- Initiated cross-promotion of the Group's intellectual property, expanding our target audience and improving interaction rates.

Team Growth:

- Mentored team members on topics such as visual communications, digital marketing, and website content management, fostering a knowledgeable and cohesive unit.

Website Maintenance:

- Ensured 100% website uptime and consistently reviewed and developed the site for optimal user experience.
- Maintained a record-low bounce rate of 5.71% placing us in the top 10 of financial websites for this metric.

Website Engagement:

- User growth: +26% YoY
- New Users: +28% YoY
- Page Views: +101% YoY

LinkedIn Growth:

- Impressions: +282%
- New followers: +261%
- Total followers: +179%

Twitter Growth:

- Impressions: +135%
- New Followers: +298%
- Total followers: +174%

Creative Director @ Cognito Media June 2016 – June 2017

- Spearheaded innovative creative directives tailored for clientele in the finance, investment, and technology industries.
- Orchestrated global marketing initiatives for multinational corporations, overseeing a diverse team through all phases from ideation to implementation.
- Engaged in cross-continental partnerships with clients in Asia, Europe, and the USA to synchronise brand values, propositions, and consumer engagement strategies.
- Leveraged data analytics to evaluate campaign impact, optimizing approaches through actionable intelligence.
- Cultivated team development by driving inspiration and vision, culminating in the achievement of accolades for exceptional design excellence.

Creative Director & Partner @ Peregrine Communications May 2013 – May 2016**Key Achievements****Transformation & Leadership:**

- Initiated in-house creative services and processes, transitioning Peregrine from a PR focus to a digital marcomms agency.
- Led the successful rebranding effort, elevating Peregrine to a multi-award-winning brand.
- Directed global branding strategies for ad campaigns and website designs.
- Provided comprehensive training to existing PR team and multi-disciplinary design team, covering all facets of Design.

Client Relationships & Global Presence:

- Managed marcomm strategies for Hedge Funds, overseeing initiatives across Europe, UK, Asia, and the USA.
- Masterminded global campaigns and managed high-profile client relationships, including Brevan Howard, Euroclear, and Mirae Asset Global Investments.

Measurable Outcomes:

- Amplified Mirae's AUM from \$150mn to \$1.75bn within 14 months, highlighting them as leaders in emerging market equities in the UK and Europe.
- Instrumental in a \$1bn AUM increase for Eric Sturdza Investments through strategic outreach.

Digital & Content Excellence:

- Curated a Speaker Series event, resulting in 200k+ monthly impressions: 1M+ YouTube views & follower growth of 8.4k+.

Founder & Creative Director @ Kamilian Creative Agency March 1998 – January 2018

- Transformed business visions into innovative solutions with strong ROI.
- Founded and evolved Kamilian, managing diverse roles including creativity and client management.
- Directed major global campaigns, collaborating with renowned organisations like Manchester United, Bulgari and Barclays Wealth.
- Stayed abreast of creativity and technology trends, delivering innovative solutions.

Key Roles**Creative Director & Brand Ambassador for The Sovereign Group (1994 – 2013):**

- Led global branding, ensuring consistency across 24 offices.
- Directed both print and digital campaigns in multiple languages.
- Supervised the quarterly "Sovereign Report" and all marketing materials.

Creative Director for The Sovereign Art Foundation (2003 – 2013):

- Managed branding of the prominent Art Prize, recognised internationally. Now the largest Asian Art prize.
- Executed global marketing for the prize in Asia, Europe, Middle East, and Africa.
- Developed promotional content for sponsors like Jaeger-LeCoultre and Louis Vuitton.

Creative Consultant for Amnesty International (2007 – 2009):

- Designed the Global Major Donors Program to foster high-profile donors for Amnesty's growth.
- Partnered with Magnum Photos for a multi-language brochure and executed a digital campaign with diverse marketing materials.

Co-Founder & Creative Director @ Prolmage Ltd, Hong Kong 1995 – 1998

- Co-founded and led a premier design agency in Asia providing creative communications to global blue-chip companies.
- Managed key clients like **ESPN, ESPN STAR Sports, Asian X-Games, Dragages HK** and **Bouygues Travaux Publics**.
- Directed branding for significant events, publications, and campaigns.
- Spearheaded sales, advertising, and client pitches.
- Supervised staff including designers, photographers, videographers and illustrators.

Product Designer – Hong Kong 1995 – 1998

- Initiated a joint venture, creating and distributing memorabilia for the Hong Kong handover.
- Designed a wide product range to celebrate the Hong Kong handover, including cufflinks, baseball caps, sportswear, as well as corporate gifts, achieving global press coverage and substantial sales.
- Attained a 250% ROI over three years, underscoring the venture's success.
- Earned global acclaim with products archived in the V&A Museum, London.

Head of Digital Imaging & Staff Photographer @ the Eastern Express Newspaper, Hong Kong 1994 – 1995

- Pioneered improvements in the English-language daily newspaper's pre-press processes, specifically in imagery and graphics.
- Introduced full-width imagery, leading to industry recognition for photography and colour reproduction.
- Managed and trained digital imaging staff and photographers, coordinated schedules, and streamlined workload post-launch.
- Collaborated with editorial teams to match images with news stories and sourced photographs from global wire services.
- Designed graphics and photo montages for enhanced content.

Systems Manager & Senior Retoucher @ Colour Systems 1990 – 1993

- Led London's largest pre-press and reprographics digital retouching department.
- Delivered artwork for top 30 UK mainstream publications such as Q Mag, EMPIRE, and AutoExpress.

Professional Photo Retoucher @ Rapida Graphics 1989 – 1990

- Showcased meticulous attention to detail and an ability to transform creative concepts into striking visuals.
- Specialised in image enhancement and retouching. Led projects for renowned brands and managed mail order catalog production.

Professional Typesetter @ Modern Text Typesetting Ltd

Collaborated on projects for clients such as Dorling Kindersley and Penguin Books.

- Demonstrated proficiency in text markup languages and contributed to iconic publications.
- Mentored new staff in proofreading and orthography.
- Cultivated a strong passion for design, ensuring punctual delivery and impeccable spelling

Alan Pitchforth FRSA

Creative Director

Education

- **Future London Academy** 2023
'Social Media Marketing' Course
- **Compliance Training Products Ltd** 2023
'Data Security Learning & Awareness' Course
- **Bob's Business | The Cybersecurity Culture Company** 2022
'Cyber Security Awareness Training' Course
- **IDEO U, Palo Alto** 2016
'Leading for Creativity' Course
- **Squared Online** 2015 – 2016
Certificate, 'Digital Marketing Leadership' Course
- **University of the Arts London** 2006 – 2008
'Directing' Course, Theatre & Film
- **National Film and Television School** 2001
Certificate, 'TV Directing, Editing and Production'
- **London Metropolitan University** 1998 – 2001
Bachelor of Arts, Communication and Audio Visual Production Studies

Key Skills

- Global Marketing & Communications Campaigns
- Strategic Creative Direction, Strategy & Leadership
- Brand & Campaign Development & Management
- Concept Development
- Inspiring Leadership & Collaboration
- Excellent Communication & Presentation Skills
- Innovative Design & Technology Proficiency – Adobe Creative Suite, Figma, Canva, Sketch, Microsoft Suite, CRMs, CMSs, Final Cut Pro, etc.
- Visual Storytelling
- Digital / Social Media Marketing & Campaign Planning
- B2B Marketing & Communications
- Agile Project Management
- Analytics analysis / Data Literacy (Google, LinkedIn, HubSpot, Hootsuite, etc)
- Proficient in advanced digital tools such as ChatGPT, Adobe Firefly, DALL-E.

Interests

- Top 10 UK Google Maps Contributor / Reviewer with over 10 million views (as at 8 Nov 2023).
- People, Food, Music and Culture
- Sports, Football, Cycling and Wellbeing
- Artificial Intelligence
- Enjoy meeting different groups of people
- Cognitive Neuroscience, Psychology, Design Systems & User-centric methodology.

References

Available on request.

Alan Pitchforth

Creative Director

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Thank you for your interest