

## OVERVIEW

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I'm a Creative Strategist with over a decade of experience combining understanding of consumer insights with commercial acumen. I'm at home creating digital campaigns, brand guidelines, internal strategy planning and everything in-between. Direct audience engagement roles in arts & culture means I'm versed in assessing audience impact as well as in managing the delivery of complex projects and events. With degrees from both the LSE and Kingston / the Design Museum, I combine an analytic, research-led approach with a creative vision and keen awareness of industry trends, particularly around culture and new technologies.

## EXPERIENCE

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### 2010-2020

Independent creative strategist and content producer working with corporate clients and brands:

- > Nesta (2020): Currently producing 'Our Common Futures', a multidisciplinary outreach project on the Future of Work.
- > Lloyd's Register (2019): Created a series of campaigns across print and digital repositioning Lloyd's as the human face of industry regulation.
- > InterTrader (2019): Creative strategy to reposition an FTSE-listed investment broker as the choice for Ultra High Net Worth Individuals. Created campaign content integrating market research insights (with strategist Uri Baruchin), wrote copy implemented across all communication channels and helped script a video ad (shown on Bloomberg among other places).
- > Genesis International (2019): Developed industry insight research paper, a strategy plan, and communication guide for this Malta-based technology entertainment brand.
- > Nettetute (2019): Developed creative strategy and brand narrative for new cybersecurity brand (with Uri Baruchin).
- > Air Italy (2018): Wrote a tone-of-voice brand book and digital media strategy for the airline to reflect a more distinctively 'Italian' brand.
- > King's College London (2016-17): developed 'brand story' for the Department of Informatics to increase engagement and create a hierarchy of structure across print and digital.
- > MDrone (2015): Created strategic and policy proposals for California-based drone manufacturing startup resulting in a research partnership with CISCO; created communications guide and wrote articles on drone policy.
- > AND Festival (2014) & Blue Dot Festival: Assisted with exhibition identities (design) and creation of print and digital campaigns over four-year span (including The Art of Bots exhibition at Somerset House).

### 2007-2009

In-house agency copywriter. Projects include:

- > Sole copywriter for full rebrand of Harrods' Food Hall Everyday product range, creating copy for 200+ products to emphasise craft & provenance. Rebrand increased sales 1200% to £744,376 within 12 months (2009).
- > Tone of voice for Tossed salad bar, winner of a DBA 2009 Design Effectiveness Award.

## EDUCATION

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- 2005  
MSc, Philosophy of Logic & Scientific Method  
London School of Economics
- 2008  
MA, Curating Contemporary Design  
Kingston University & the Design Museum
- Visiting course tutor, design & science  
Kingston University (2011 & 2014);  
Guest lecturer, 'Telling Stories with Data' series  
Kings' College London (2019)

Assistant Arts Curator, Science Museum (2014-2015):  
Produced 'In Search of Perfect Sound', an intensive five-month programme of music experimental sound art, featuring over 115 performances, an on-site radio broadcast residency by Resonance FM, and new work from commissioned artists (with curator Alex Kolkowski).

Higher Education Programme Manager, Science Museum 2013-2014): Created and delivered a programme designed to engage a new audience of 21-35 year-olds, including workshops, projects with universities, and Lates events. Highlights included producing the most well-attended Lates at that time in partnership with the London College of Communication, and 'Democratic Dance', in partnership with BBC Click.

### 2009-2010

Co-founder of Practice & Theory, a boutique creative studio. Responsible for all communications and strategy related to client projects. Highlights included working with Emma Watson for PeopleTree on a fairtrade fashion campaign (2009), managing design and production of the Royal Society's 350th anniversary exhibition (2010), and exhibition design for the Vienna Museum of Applied Arts (nominated for Brit Insurance Designs of the Year Award 2010).

Guest-curated exhibitions: 'The Future of Food' at the Science Museum's Dana Centre (2010); 'Beauty in the Making,' Best of British Design, for GF Smith and the British Council (2011); '- The History of the Future in 100 Objects,' an installation for NESTA's inaugural FutureFest (2013).

## OTHER ENGAGEMENTS

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From 2017-2018 I was Writer in Residence at Kings' College London in the Department of Informatics. I wrote a series of stories about technology's near futures, subsequently published in (for example) NESTA's 2019 digital publication FINDING CNTRL: Visions of a Future Internet.

From 2014-2019 I was co-founder and editor of Skyscraper Publications with Karl Sabbagh, formerly Executive Director of Science and Features at the BBC. We published 40 titles over 6 years across history, arts, and politics.

In 2010 and again in 2012 I was coordinator and judge for DreamLab, a Higher Education science and design competition run by the British Council in China.