

LISA WRAKE, CREATIVE DIRECTOR - BRAND & CONTENT

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PROFILE

**Versatile creative leader with a credible record of developing both global and local brands, founding own agency and leveraging a unique blend of design, operational and delivery experience.**

Entrepreneurial mindset, with demonstrated expertise in design, motion graphics, storytelling and technology. Remarkable efficiency in identifying clients' requirements, exploring and championing innovative creative solutions. Conceptually brave with the ability to deliver ideas independently and nurture creative culture. Unique thinker generating content ideas that engage audiences through effective and original concept development. Expertise in visualising and championing ideas to multifaceted team members and clients. Exceptionally dedicated creative with keen interpersonal, communication, and organizational skills, as well as process development and solutions expertise to steer outstanding outcomes.

KEY ACCOMPLISHMENTS

**Fundraising** - Led, strategised and devised concept for set and content for Save The Children's Centenary Gala event, collaborating with theatre directors, production teams and actors alike, including Helena Bonham-Carter. This theatrical/digital immersive brand experience resulted in their most successful event ever, raising over 1 million pounds.

**Rebranding** - Positioned The Rarebreeds Centre as leading visitor attraction in Kent by rebranding thereby increasing visitors from 80kp/a to 200kp/a, increasing profits for the parent charity C.O.T.

**Community** - Contributed notably with the rebranding of 2 struggling primary schools to increased applications, staff and student confidence and subsequent uplift in Ofsted rating.

**Awards** - BIMA for best immersive retail experience for O2.

**Published** - Designed 5 books for iconic British filmmakers Andrew Kotting and Run Wrake.

**Art & technology** - Minting and selling NFT art in collaboration with iconic band Future Sound Of London

**Rock & roll** - Directed all-female team, for The Rolling Stones' 'HonkyTonk Woman' 2021 'No Filter' Tour.

EXPERTISE

Concept development	Brand stewardship
Brand experience design	Relationship Building/Influencing
Time based content design	Stakeholder Engagements
Corporate Identity design	Leadership & Team Management
Illustration / graphic design	

CAREER EXPERIENCE

Feb 2019 – Jul 2021.

**Creative Director & Founder, TwoBird Creative, Marlow**

Established boutique creative studio, developing processes & best practices, finding and mentoring talent, leading pitches and new business, as well as promoting a unique design aesthetic. Supported clients by delivering innovative design with brief development and solid articulated creative strategies. Directed workshops with multifaceted teams, in person and online. Organized, monitored, and improved relationships with senior stakeholders that involved systematically analysing needs and expectations. Prevented any potential conflicts of resources/goals between the individual projects through multi-project management.

- Devised and directed Insight campaign with hospitality experts researching opportunities for brand growth during the Covid crisis.
- Developed brand briefings; effectively accepted and challenged alternate recommendations based on creative strategy.
- Conceptualized and defined cost-effective approaches in budget management to meet set financial goals.
- Led, strategised and directed the re-branding of Borough Market, leading to increased marketing success.
- Led design and branding projects for clients including Save the Children, Borough Market, Cayman Tourist Board, Travel Curious, Otolo, Liena, and Aylesbury Grammar.

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Oct 2012 – Aug 2021	<p><b>Creative &amp; Animation Director, Treatment Studios, London</b></p> <p>Provided creative vision for high profile clients, conceptualised, visualized and animated exceptional content for large scale rock concerts and live events. Maintained cohesive look and feel whilst working across large multi-screen formats using emerging technologies. Collaborated with multi-faceted teams of theatrical directors, event designers and producers, directing local and remote teams of traditional animators and 3D motion designers.</p> <ul style="list-style-type: none"> <li>• Crafted and animated Elton John's 'favourite piece' for his Farewell Yellow Brick Road tour.</li> <li>• Animated for high profile clients including Elton John, U2, John Mayer, Robbie Williams (X-Factor), Gary Barlow (X-Factor), Ed Sheeran, Genesis.</li> </ul>
Sep 2007 – Jan 2019	<p><b>Consultant Brand Designer, Kent</b></p> <p>Furthered dozens of small businesses, charities and entrepreneurs with practical brand strategy and identities, defining creative solutions to engage and target their audiences. Wrote and developed brand guidelines to ensure consistent use of all elements, establishing a clear and concise brand voice, tone, and personality. Executed brand identities across multiple channels - digital, print, campaigns</p> <ul style="list-style-type: none"> <li>• Led design and development projects for multiple clients, including: The Rarebreeds Centre, Canterbury Oast Trust, The Jockey Club, Andrew Kotting.</li> </ul>
Jan 2007 – Sep 2007	<p><b>Senior Art Director, Moving Brands, London</b></p> <p>Championed innovation in branding, by introducing interactivity, audio and motion into brand development. Shared and implemented exceptional knowledge of industry best practices in brand experience with my team and throughout the agency.</p> <ul style="list-style-type: none"> <li>• Led brand and experiential projects for brands including London College of Fashion</li> </ul>
Dec 1999 – Dec 2006	<p><b>Senior Multi-Media Designer, Imagination, London</b></p> <p>Leveraged animation expertise in content creation related to UX/UI &amp; experience design. Maintained a cohesive consistent brand experience between on screen and in real life touchpoints. Fostered a healthy internal culture through cross-department collaboration and art direction. Steered a new spirit of innovation in design through research, experimentation, and new technologies. Created exceptional brand experiences through effective direction of cross-discipline teams, delivering time-based content for exhibition and educational experiences.</p> <ul style="list-style-type: none"> <li>• Led design and experiential projects for brands including London Transport, Smirnoff, Guinness, Ericsson, Samsung, O2, Mazda, Jaguar, Volvo</li> </ul>

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**ADDITIONAL EXPERIENCE**

1999	<b>Brand Strategy Assistant, The Partners</b>
1996 – 1998	<b>Artworker &amp; Studio Technician, Bermuda Shorts</b>

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**EDUCATION**

1993 – 1996	<p><b>Illustration BA, University of Westminster</b></p> <p>Graduated with a First</p>
1992 – 1993	<p><b>Foundation, Camarthan College</b></p> <p>Graduated with Distinction</p>

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**PROFESSIONAL DEVELOPMENT**

2021	<b>Mini MBA Brand Management , Marketing Week</b>
2020	<b>Storybrand Consultant, Storybrand</b>

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