

LUKE CRAWFORD

Senior Creative
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ABOUT

Senior creative with 10+ years working across agencies including AKQA, VIRTUE Worldwide, mcgarrybowen, and Rankin.

I've been part of core creative teams on major rebrands (DAZN and GOAL.com) and worked on projects for Nike, Adidas, New Balance, Honda, and BBC, including pitch development, campaigns, and content.

I work across the full creative spectrum: concept development, creative strategy, art direction, and writing. I can lead projects from brief to execution and work well independently or as part of a team.

EXPERIENCE

Senior Creative – Freelance

2018 – present

Freelance creative across agencies and in-house teams on campaigns, rebrands, content and strategy.

- **DAZN**

Core creative team on global rebrand via mcgarrybowen. Platform idents, broadcast ads, campaign work.

- **GOAL.com**

Brand manifesto, tone of voice, art direction for global rebrand via VIRTUE Worldwide. Subsequently joined Footballco in-house to develop editorial frameworks and content.

- **Nike Football, Adidas, New Balance**

Campaign and social content via AKQA and agencies

Additional work: Liverpool FC, BBC, Voco Hotels, Footballco, True Geordie Productions, We Are Social, J. Walter Thompson, Iris, Octagon, Dentsu, and more

Senior Creative – Adjust Your Set

Dec 2017 – May 2018

Nando's, Global Goals, Unilever

Senior Creative – Rankin / The Full Service / Hunger Magazine

Dec 2016 – Oct 2017

Photography, directing, editorial

Creative – Freelance

Jan 2016 – Jun 2016

New York

Art Director – Lost Boys / DigitasLBi	Jan 2015 – Dec 2015
Honda, Babybel, Standard Life	
Copywriter – Blonde	May 2014 – Dec 2014
The Famous Grouse, Sourz, Aegon	
Junior Creative – Dentsu Aegis Network	Feb 2014 – May 2014
Junior Creative – STV Creative	Feb 2013 – May 2013

SKILLS

Concept development, art direction, copywriting, creative strategy, campaign development, content strategy

EDUCATION

MSc Creative Advertising – Edinburgh Napier (2011 – 2012)
BA (Hons) Marketing – Glasgow Caledonian (2006 – 2011)
D&AD Graduate Academy (2012)