




# STUART LOWE

 [stuartlowe72@gmail.com](mailto:stuartlowe72@gmail.com)

 +44 7814 216376

 [linkedin.com/in/stuartlowe](https://linkedin.com/in/stuartlowe) | Portfolio: [stuartloweportfolio](#)

## SUMMARY

---

I am a commercially focused, keen-eyed creative leader with excellent people management skills with experience in creative strategy and brand leadership across a multi-platform digital landscape. Understanding the customer and developing creative solutions for marketing teams that deliver commercial results runs through my veins.

Blending creative and commercial acumen to deliver user acquisition, revenue growth and employee engagement via dynamic and focused design programmes. A motivated people manager accomplished in building and developing results-driven global creative teams.

Specialisms: C-level stakeholder collaboration, creative innovation and evolution, brand and style guide custodianship, executing effective B2B, B2C and internal communications, creating cohesion between brand and UX, cross-divisional consultancy and leadership, line management and people development.

I thrive to succeed in all that is put in front of me.

## EXPERIENCE

---



**Creative Director | Founder** Jul 2021 – Present

Creative Director and Founder of Brand Nest.

I'm passionate about blending the creative and the commercial to build engaging brands that attract new customers and increase revenue growth. I thoroughly enjoy building teams and reinventing the wheel to create compelling designs with a strong commercial focus.

 (Formerly ReceiptBank)

## **Creative Director** Nov 2017 - Jul 2021 (3 years 9 months)

Senior leadership position, reporting to the CMO at this successful Series C funded Scale Up Fintech SAAS business. I led a team of 9 across the UK & Europe, USA & Canada, APAC and South Africa - responsible for creative output promoting the brand and product by region. Covering; awareness, lead generation, conversion, acquisition, upsell and cross sell, driving 18% year on year revenue growth. Concepting and delivering creative that translated into multi-channel, global campaigns delivering over 4000 MQLs per month.

- Built and led a global creative team across the UK, Europe, USA & CA, APAC and ZA
- Contributed to the business's growth 400k users to over 2.2m
- With consistent and innovative creative grew product adoption 4000 to 12000 firms
- Creatively supported the launch of a new brand identity (ReceiptBank to Dext) including an online event that generated over 5,000 registrations
- Supported the re-brand and market launch of new products (through acquisition)
- Working with analytics team, developed tracking/user behaviour to measure website performance to inform better website creative

### Responsibilities:

- Motivate and manage a cross-functional global team of digital designers, copywriters, videographers, and front-end developers in the strategic development of all creative requirements and messaging
- Direct and own the creative over multi-channel integrated campaigns - digital, events, webinars, content, email & direct mail, PR, social media, and in-app marketing
- Collaborate with peers as part of the senior marketing team, ensuring creative aligned with business, brand and marketing goals
- Prioritise work and resources based on short- and long-term needs, establishing production schedules by collaborating with peers and marketing teams
- Conduct brainstorming sessions with creative team, maintaining strategic and creative thinking to develop innovative and actionable initiatives in a responsible manner
- Ensure creative deliverables effectively address marketing goals and objectives
- Produce fresh, innovative work that translates complex ideas into compelling digital experiences for a tech savvy audience
- Forge strong relationships with peers across the globe and within product and GTM
- Present creative concepts to senior stakeholders and obtain approvals for deliverables
- Appoint and manage 3rd party agencies as an extension to the in-house creative team
- Creative brand ownership with a custodian approach
- Manage a substantial creative budget
- Commission user research



## **Creative Director** Nov 2012 - Nov 2017 (5 years 1 month)

A senior leadership position, reporting to the Creative Strategy Officer at this successful Series B funded Scale Up Cybersecurity SaaS business. Leading a creative team of 7 across the UK and Central Europe, USA, Australia and South Africa - responsible for creative output promoting the brand and product by region. Covering; awareness, lead generation, conversion, acquisition, upsell and cross sell, driving 30% YOY revenue growth.

- Built and led a global creative team across the UK, Europe, USA, AUS and ZA
- Successfully repositioned the companies visual brand identity
- Created and introduced brand guidelines in line with the new brand identity
- Introduced and managed a formal creative briefing process
- Supported creatively the launch of new products and services
- Creatively supported the growth of the customer base to over 40000 companies
- Supported the journey to IPO through investor led video, presentations and comms

### Responsibilities:

- Manage a team of creatives spanning skills across video, web, digital, print and events
- Oversee the creative delivery of marketing campaigns across on-and off-line media
- Manage projects from concept through to completion. Ensure best practice is applied
- Lead the development of creative and design concepts to meet business objectives
- Own creative direction for projects ensuring brand consistency within the marketplace.
- Innovate new ideas for branding, campaigns and marketing collateral.
- Analyse and mitigate project risks and react quickly to feedback/adjust creative strategy
- Act as a key creative stakeholder across the business and stakeholders
- Provide full-service, solution-based creative approach without compromising on quality



Auto Trader UK

## **Head of Creative** Jan 2001 - Nov 2012 (11 years 11 months)

Brand custodian across all media offered by TMG, on/offline. Management of creative team: 2 creatives for brand and B2B offerings and 2 creatives for brand and consumer online activity.

The department was solely dedicated to supporting the groups creative requirements and to offer creative and productive solutions both internally and externally in support of our products and services.

Art direction/Brand ownership for the group was also required both in the UK and Ireland and for our overseas publication in South Africa.