


JAMES STAPLETON

CREATIVE DIRECTOR

CONTACT

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SUMMARY

I am a hands-on creative director, brand guru, conceptual creative & thoughtful storyteller. As the core creative, I am integral to ensure a brand, its content, or culture is of the highest quality. I am a self-starter who is organized, detail-oriented, tenacious and can make well-informed decisions.

EDUCATION

Media & Photography
Havering College, UK
1996-1998

SKILLS

Brand strategy

Creative concepts

Social content

Digital Development

Photography

Copywriting

Leadership

Storytelling

Pitch

EXPERIENCE

CREATIVE DIRECTOR

Self Employed | Freelance & Contract | 2011 - 2021

- Guardianship of numerous brands in various market sectors.
- Develop brands through strategy and determine the creative vision.
- Manage and motivate teams working to bring the vision to life.
- Lead multiple projects from conception to completion in accordance with deadlines.

ASSOCIATE CREATIVE DIRECTOR

Radiation Brand Agency | 2007 - 2010

- Responsible for end-to-end delivery of the creative process - actively participate in creative briefings, develop & execute creative concepts (both independently and with the team).
- Work with project managers to plan projects for effective delivery while maintaining high standards for design.
- Create high-end and robust RFPs using a variety of media.

DESIGN ASSISTANT

Mary-Kate & Ashley, Dualstar Entertainment | 2003 - 2006

- Oversee production of clothing samples.
- Manage the studio work flow.