

MATT COLE

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Executive Creative Director | Strategy, Creativity & Innovation

PROFILE

Executive Creative Director with 20+ years' experience building teams, transforming creative organisations and driving growth through strategy, creativity and innovation.

My career spans creative, media, content, production and experiential businesses, leading multidisciplinary teams across the UK, Europe and Latin America. I have helped agencies win major new business, develop new capabilities and improve creative performance while delivering award-winning work for some of the world's most recognised brands.

Most recently, as Executive Creative Director at Strata, I helped transform the agency from a production-led organisation into a strategically-led creative partner, contributing to £25m+ annual new business revenue and helping establish strategic planning capabilities.

Known for building high-performing teams, developing talent and helping organisations navigate the intersection of creativity, technology and business transformation.

CAREER HIGHLIGHTS

- Contributed to £100m+ of revenue growth, client retention and new business opportunities.
- Helped generate £25m+ annual new business revenue at Strata.
- Delivered an approximate 95% pitch win rate across major opportunities.
- Built and led multidisciplinary teams of up to 25 creatives, strategists and designers.
- Five-time Cannes Lions winner and recipient of 40+ industry awards.
- D&AD Judge and industry conference speaker.

CORE EXPERTISE

Creative Leadership • Creative Strategy • Business Transformation • Brand Experience • Innovation • AI Adoption • Team Development • New Business Growth • Customer Experience • Content Strategy • Experiential Marketing • Pitch Leadership

PROFESSIONAL EXPERIENCE

STRATA

Executive Creative Director | 2024 – 2026

Joined to elevate creative standards and strengthen the agency's strategic offer.

- Helped reposition Strata from a production-led agency to a strategically-led creative partner.
- Contributed to £25m+ annual new business revenue and an approximate 95% pitch success rate.
- Supported agency growth from approximately 75 to 150 employees.
- Established strategic planning and campaign development capabilities.
- Introduced AI-enabled workflows across concept development and delivery.
- Led successful pitches for BYD, Chery Group, Apple and Freshfields.

Selected clients: Apple, Allergan, AbbVie, BYD, Chery Group, Polestar, Volvo, Alfa Romeo, Jeep, Citroën and Vauxhall.

PROPER GOOD FILMS

Creative Director (Consulting) | 2023 – Present

Strategic and creative advisor supporting campaign development, storytelling and content production for charity and not-for-profit organisations.

- Led campaign, film and content development.
- Responsible for concept development, scriptwriting and creative direction.
- Award-winning work for Shelter and Cure Parkinson's.

FREELANCE

Creative Director & Strategist | 2020 – 2023

Provided strategic and creative consultancy for agencies, production companies and brands including IMAX, Rascal, Digital Mill and MedicAid Films.

MEDIAMONKS

Creative Director & Strategist | 2019 – 2020

Member of the leadership team responsible for developing MediaMonks' data-driven content capability.

- Helped define and build the agency's data-driven content offering.
- Led multidisciplinary teams across Europe and Latin America.
- Delivered global work for Apple LATAM, Expedia, Google, Netflix, HP and L'Oréal.

THE MOMENT / TCEG (NOW INIZIO)

Creative Director / Executive Creative Director | 2017 – 2019

Led the creative and strategic development of integrated content, digital, immersive and employee engagement programmes.

- Introduced creative process and strategic oversight across multiple disciplines.
- Managed teams across London and Plymouth.
- Led work for Apple, Nissan, HSBC, Carnival, BBC, Roche and GSK.

DRUM / PHD

Creative Director & Strategist | 2011 – 2017

Creative and strategic lead across content, social, partnerships and integrated campaigns.

- Built and led a multidisciplinary award-winning team.
- Drove new business growth through strategic and creative leadership.
- Led social transformation programmes for major global brands.
- Delivered work for McDonald's, Sony PlayStation, O2, Lego, Hasbro, Macmillan and L'Oréal.

EARLIER EXPERIENCE

Troika LA (Freelance)

Brand strategy and creative development for US television networks including FX, Disney, A&E, WE tv and The CW.

AWARDS & RECOGNITION

- 5 x Cannes Lions Winner
- 40+ Industry Awards including D&AD, LIA, BTAA, One Dot Zero and Promax
- D&AD Judge
- Industry Conference Speaker

EDUCATION

HND Design Communications
Solent University

INNOVATION & TECHNOLOGY

AI Strategy & Workflow Design • Generative AI • Creative Operating Models
Experience Design • Creative Technology