

Christian Cochrane

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Senior Creative Leader

A highly experienced detail-oriented, creative global brand and design manager, with experience originating strategic end-to-end delivery processes. Possesses an aptitude for generating innovative strategies and campaigns by translating complex briefs into successful creative executions. Adept at performing in KPI and data-driven environments whilst maintaining creative flair and an eye for detail. A compelling communicator with excellent negotiating skills and the ability to forge mutually respectful and profitable relationships.

Brand Positioning Expert
Detail and Data Driven

Creative Campaign Development
Senior Copywriter

Team Management & Development
Creative Process Development

Creative Lead - Universum Global

April 2022 - present

World class global employer branding agency, head-officed in Sweden

Working remotely as the Creative Lead for Nordics, UK & Ireland, I liaise with employer branding specialists, using data to deliver best in class employer brand experiences, that not only attract the right people to the right role, but also ensure current employees evangelise the company Values and Behaviours. I'm also Senior Copywriter, creating complex Employer and Targeted Value Propositions, plus Employer Brand ToV documents, guides and SoMe copy.

- Successfully re-imagined and relaunched a major pharma' Employer Brand, aligning it with their corporate look and feel
- Demonstrated skills in copy writing, which led to being offered the additional role of Senior Copywriter for Nordics and UK
- Reviewed and managed team workload and created new processes, including briefing and project management through Monday.com

Digital Design Manager - Expedia Group (Fixed Term Contract)

June 2021 - April 2022

Well known Online Travel Agency operating globally across twelve POS

Working with global CRM teams to boost performance and realign output by creating structures which enable teams to build better performing customer communications, which are more aligned to Hotels.com Playbooks and brand positioning.

- Received an internal award, for outstanding work on the first ever Expedia Group cross-brand marketing campaign
- Took strategic creative control of the global 'Give the World a Shot' Covid vaccination campaign
- Created and presented the roadmap on how to align creative output across teams in the UK, USA and Hong Kong

Digital Design Manager - Vitabiotics (Fixed Term Contract)

June 2020 - June 2021

The UK's No.1 vitamin company with leading brands such as Wellman, Wellwoman, Wellkid, Pregnacare and Perfectil

Working closely with CEO Tej Lalvani, one of the Dragons from BBC's Dragons' Den. Leading large scale product launches with partners like Disney & Hasbro. Charged with bringing the growth plan to life with a focus on improving the customer journey and increasing revenue by using data from Hotjar and Klaviyo. Also took the initiative to recommend a freelance CRM specialist to help support in the re-imagining and improvement of weekly CRM 'newsletters'.

- Helped take the average weekly CRM revenue, from £6k to £11k with a new creative template and segmented strategy
- Integrated Nosto with Klaviyo to allow the business to make informed product suggestions based on browser activity

Digital Design Manager - Betway

Aug 2018 - Dec 2019

Leading global online Bookmaker, servicing various brands

Developed key re brand creative roadmap, with agency partner Saatchi & Saatchi. Collaborated with and managed nineteen creatives, undertaking complex campaigns. Strategically directed multi-channel operations, setting deadlines and KPIs. Assessed creative processes to ensure quality and efficiency were achieved. Led the development and building of Personal Development Plans and specialised career paths for the wider team across three global locations.

- Headed the ideation and development of a new creative process, to safeguard the business against litigation by the Football Association
- Improved productivity by implementing an innovative quality control process, boosting team efficiency and engagement

Creative Lead - Lebara Mobile

July 2017 - Aug 2018

Telco provider serving markets across Europe

Managed a team of twelve designers across the UK and India, creating multi-channel campaigns. Analysed customer trends and product requirements to create bespoke campaigns that adhered to strict brand guidelines. Worked with senior management and agency partners on the strategic re-brand.

- Headed the conception and delivery of Lebara's new brand across all business touch points
- Ensured the creative function continued to be well managed, maintaining KPIs during a business restructure

Retail and Brand Design Manager - Ladbrokes Coral

Jan 2014 - April 2017

High street gaming retailer with offices in Tel Aviv, London, Malta, and Gibraltar

Collaborated with and supervised a cross-functional team of digital designers based in Tel Aviv and six direct reports in London. Responsible for overall business adherence to brand values and ToV, ensuring an excellent customer journey. Headed job scheduling and ensured all SLAs were met. Evangelised the brand to the SLT and the rest of the business.

- Elevated Ladbrokes from 3rd to 1st in the retail gaming sector, with a well planned, integrated marketing campaign
- Implemented innovative briefing and creative processes which led to a 40% incremental increase in operational efficiency

Design Manager - Ladbrokes

April 2013 - Dec 2013

High Street gaming retailer

Managed four direct reports. Created designs, concepts and layouts, based on industry and business requirements. Generated final award winning print creatives through committed research of benchmarks and engagement with client focus groups.

- Mitigated 'printing extra' costs by £50K/pa with the creation and implementation of a business case for additional headcount
- Lowered operational costs and reduced turnaround by bringing the press advertising function in-house

Additional Experience

Creative Lead	Banner Managed Communication
Art Director	Pentacor PLC
Art Director	BBA Active

Education

B.A. (Hons) Graphic Design	University of the Arts
Making Sense of Social Media	ISBA
Developing an In-house Design Team	D&AD
Tailor-Made Management	The Turning Circle
HTML5 Essential Training	LinkedIn

Personal Interests

As a qualified Personal Trainer & Pilates Instructor, I run a number of classes in the evenings and at the weekend. This allows me to fulfil my passion for helping others achieve their fitness goals. Speaking with authority to a room full of clients, also gives me a chance to fine tune my presenting and influencing skills. To feed my fitness, I enjoy cooking and have an Instagram page called Steak Passions. I also recently bought a 16th Century Lodge, so renovating that keeps me busy too.