

Creative Director [www.martinalanger.com](http://www.martinalanger.com)  
+44 7710 04 31 31

Education *Central St Martin's College of Art & Design*

Skills *Copywriting & Art direction  
Concepts & development  
Experiential & digital  
InDesign, Photoshop, Illustrator, iMovie  
French, Czech*

Links <https://www.lbbonline.com/news/5-minutes-with-martina-langer>

## Experience

Present  
2017 Freelance  
Writer & Art Director / CD

Accounts	PLB Langland	Elekta Harmony Pitch + Global launch <a href="https://findyourbalance.elekta.com/">https://findyourbalance.elekta.com/</a> Elekta brand campaign Anoro Ellipta, GSK, Zejula, DHL
	CAN Advertising	Jyseleca pitch & new campaign Savene pitch & new campaign Nordimet new campaign
	McCann Health	Pharmaton, Alcon, Amgen
	Ogilvy Studio of Art+Com Cult London H&K Strategies Hangar 7	Sunsilk global campaign HSBC Experiential pitch Rodan + Fields Skincare Herbal Essences Pitch Kingfisher / B&Q
	Doner	Geox shoes Novotel & Mercure Hotels Fitzroy Surgery Huawei
	JWT Nicky Dobree Ltd Jaeger Nomadic Films	Sunsilk Rebrand of a luxury interior design company Writer for digital, in store and packaging Tod's Gommino shoes digital film

2016  
2015

The Bank  
Creative Director

Accounts

Bonne Maman  
Lumene Finland  
Hackett  
Faberge

*Created a global campaign for Lumene Finland – a unique Finish skincare brand.*

*Creative lead on the first UK campaign for Bonne Maman to launch their range of new chilled deserts.*

*Re-branded The Bank visual identity.*

*Creative concept consulting for Hackett and Faberge*

2015  
2013

Leagas Delaney, London  
Creative Director

Accounts

Penfolds Wines  
Ecco  
Avon  
Wellendorff  
Walpole

*Won pitches for Penfolds Wines, Ecco and Wellendorff.*

*Art-director on global, multi-channel campaign for Penfolds Wines, repositioning it as a luxury wine brand.*

*Repositioned Ecco as a contemporary Scandinavian shoe brand.*

*Rebranded Walpole, the company responsible for promoting British excellence and luxury.*

*Creative Director on Avon.*

2013  
2012

Freelance  
Creative Director

Accounts

Peroni UK & Global  
KLM + Air France  
KLM + Canada Tourist Board

Diageo

L'Oreal

House of Fraser

Agencies

The Bank

Odd London

McCANN London

*Freelance Creative Director working on lifestyle, fashion and beauty brands. Strategic and ambitious whilst always having fun with the work. Experienced in turning tiny or huge budgets into inspiring and effective creative work across all channels.*

2012  
2008

Accounts

Grey London  
Creative Director WE | Beauty + Fragrance

Lacoste, Hugo Boss  
Pantene, Clairol  
Juvederm

*Responsible for re-branding Pantene in WE and creating and leading beauty campaigns for Pantene and Clairol across all regions. Created award winning work for the Lacoste fragrance brand as well as concepts for Hugo Boss. Worked closely and collaboratively with partner agencies in PR, Digital and FMOT to ensure consistency across all touch points and regions. Managed a team of 6 designers and creatives.*

*The Lacoste 'Polo in a bottle' campaign was a huge success as it pulled the company out of a 3 year decline to a total brand growth of 20%, twice as much as the projected 10%. In the busy holiday period, Lacoste fragrance grew 119% from the previous year to a 1.19% of market share during the holidays. Procter and Gamble was also able to create a cohesive image for the Lacoste brand, as L.12.12 became the leading line of the Lacoste portfolio in every market.*

- *Euro Effies 2012 (Silver) Polo in a Bottle, Lacoste Product/Service Launch*
- *Grand Prix de la Publicité Presse Magazine, 2012 (Prix) for Parfums Polo in a Bottle, Lacoste*
- *Euro Effies 2011 Silver Aqua Light Swisssh, Pantene Pro-V Product/Service Launch*

2008  
2006

Accounts

J Walter Thompson  
Creative Director WE | Beauty

Rimmel London  
Playboy Fragrance  
Timotei  
Lux

*CD on Rimmel London with responsibility for everything from concept creation to finished creative.*

*Created 'Rimmel Underground', a new brand for Rimmel USA writing product names, concepts for packaging and advertising. Worked on winning Playboy fragrance pitch and global creative.*

2006 2005	Miles Calcraft Briginshaw Duffy Senior Art Director   Writer
Accounts	Debenhams
	<i>Advertising, special promotions, seasonal logo design, in-store display direction and new initiatives. Responsible for selecting talent, directors, photographers and locations, as well as liaising with clients on a day-to-day basis.</i>
2005 2004	Freelance Senior Art Director   Writer
Accounts	MTV
	<i>Online viral campaign to free Aung San Suu Kyi, which helped to attract 750,000 online petition signatures.</i>
	Ottakar's Books
	Sainsbury's
	Mitsubishi
	Haagen Dazs
Agencies	Strawberryfrog Amsterdam AMV BBDO Exposure
2004 1999	DDB London Art Director   Writer
Accounts	Marks & Spencer Johnson & Johnson Lurpak Phillips Starwood Hotels Bosch Nestle Purina - Felix