HAMZA ALI

CREATIVE DIRECTOR

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LinkedIn
Portfolio

I'm a creative & strategist with 14 years of experience in delivering award-winning campaigns for international brands. I have a knack for strategy, ideation, and integrated campaigns. I get as excited about writing a headline as a multi-channel global campaign.

EXPERIENCE

Creative & Strategy Director at **Splendid Communications** (London)
Nov 2025 to present (Freelance & Permanent)

- Leading creative strategy at Splendid Communications, one of the UK's sharpest earned-first agencies.
- Heading the Social Team to create always-on, social first content for Cadbury's, Rowntrees & Twinings.

Associate Creative Director at **Fight or Flight** (London)
July 2024 to Sept 2025

- Delivered a campaign for Smart Energy GB that got a live segment on the BBC.
- Worked on several B2B clients with an earned first approach. Tasks included, communication strategy, creative ideation, and campaign execution.

Freelance ACD/Senior Creative at **Proton Technologies** (London & Geneva)
Sept 2023 to Dec 2023

- Created brand positioning, strategy and content to prepare Proton for a wider, mainstream audience.
- Created campaigns for Black Friday Sale for various product lines launched in multiple markets globally.

Freelance ACD/Senior Creative at **Weber Shandwick Health** (London)
June 2023 to Aug 2023

- Worked as a freelance ACD in the Health & Wellness team. Clients included Novartis, Abbott, Sobi, and various others.
- Briefs varied from activations to digital content and PR stunts.

ACD/Senior Creative at **160over90** (London)
Oct 2022 to April 2023

- Worked as the creative lead to launch partnership between McLaren Formula 1 and DP World.
- Pitched and won Paramount Plus brief to create an experiential campaign for the launch of the new season of hit show Yellowjackets for British audience.

Senior Creative at **Jung von Matt/Sports** (Hamburg)
July 2019 to Aug 2022

- Launched global campaigns for Hyundai, main sponsor for FIFA World Cup 2022.
- Created award winning social content & activation campaign for EA Sports and Sheffield F.C.
- Worked also on various projects for adidas, FIFA, German Football Association (DfB), FC Bayern, BVB.

Creative at **Grabarz & Partner** (Hamburg)
July 2017 to June 2019

- Integral part of the team which launched Porsche's first ever all-electric car, Taycan.
- Part of the international team, which created award winning work, The Record - 24 Minutes of Le Mans.

Junior Creative at **McCann Worldgroup** (Berlin)
Dec 2015 to June 2017

- Gained experience working on a global B2B client in Siemens Healthcare.
- Also worked on brands such as L'Oreal Paris, Aldi, Nordsee, Mastercard, Essie, Nespresso.

Junior Creative at **Saatchi & Saatchi** (Geneva)
Oct 2014 to April 2015

- Had Novartis as the main client for the global market.
- Worked on various products such as Voltaren, Otrivin, Lamisil etc.

EDUCATION

Diploma in Copywriting / Creativity at **Miami Ad School** (Berlin)
2012 to 2014

Bachelors (Hons) at **LUMS** (Lahore)
2004to 2008