



# Marga Arrom Bibiloni

Brand, Marketing and Creative  
Consultant / Chief Brand Offi-  
cer / Fractional leadership

📍 London, UK

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## Links

[LinkedIn](#)

## Languages

French (Basic)

Catalan (Fluent)

Spanish (Fluent)

Italian (Fluent)

English (Fluent)

## About

I collaborate with businesses in their path to become the most inspiring brands of our time. Purpose-led brands, aiming to play a positive cultural role in the world and wanting to unlock the next wave of growth by unifying creativity, experiences and data.

I contribute industry-leading expertise across strategy, marketing and creative - to produce work that is pioneering, beautiful and commercially successful.

While working in agencies, I was awarded multiple times including a place in the top 10 digital ads of the Decade. In the 8 years at Burberry I built and led a world class in-house global team of 40+ creatives that became a reference in the industry, working in creative for all areas of Marketing Communication and Digital Commerce, from concept to execution. I currently work as an independent Brand, Creative and Marketing consultant for progressive fashion, luxury and lifestyle brands.

Always promoting a culture of collaboration, creativity and diversity.  
I speak fluent English, Spanish, Italian, Catalan and basic French.

### BRANDS WORKED WITH

Agency Republic

Burberry

Dare Digital

EUNOIA

Ogilvy London

Ogilvy Paris

## Experience



### ● Brand, Creative & Marketing Consultant (Self Employed)

EUNOIA | Feb 2020 - Now

I provide strategic consulting and board level collaboration on Brand, Creative and Marketing strategy. Specializing in Fashion, Luxury and Lifestyle business.

I have also Collaborated with Trends & Culture on a variety of projects for a range of clients including: British Fashion council, OffWhite, Stella McCartney, Bottega Veneta, Montblanc and Belmond Hotels (LVMH), with ADWArchitects in the creation of Physical Spaces and Group of Humans, where I am a strategy & creative partner.



### ● Global Director of Creative Media, Digital

Burberry | Jul 2015 - Feb 2020

A global role reporting to the CMO. Burberry being a business of 10.000+ employees. Responsible for the Global Creative Media team at Burberry (7 direct reports, a team of 40+ and various partner agencies) working on the areas of:

Advertising and Media: The design of all our media including Social Media, Performance media & Digital Advertising, Content partnerships, Email and Outdoor. Including all adaptations.

Digital Products: Product design for our customer-facing retail platforms, including Burberry.com, Burberry.cn and App with all content for its launches, collections and shows. Design, UX and design Systems teams.

Digital in Physical retail: Creative technology team to bring the brand to life in ever more inspiring, innovative and culturally relevant ways online and in store. For Marketing purposes.

Digital Retail tools for Sales associates, including VIP private tools. Ensuring our employees are as inspired as our customers, and tapping into the increasing trend of conversational commerce.



### ● Head of Digital Design / Campaigns

Burberry | Nov 2011 - Jun 2015

Responsible for Digital Design & Creative for our Campaigns.

- **Senior Art Director for LOUIS VUITTON**

Ogilvy Paris | Apr 2010 - Oct 2011

Senior Art Director for the Louis Vuitton Account - Conceptual Ideas, content and Art direction.

- **Senior Art Director / New business**

Ogilvy London | Jun 2008 - May 2010

Senior Art Director. The role had a strong emphasis on winning new digital business. Working with strategists on Brand Purpose, and creative ideas to transform brands in the digital space.



- **Junior Designer to Art Director**

Agency Republic | Aug 2003 - Jul 2008

Advertising conceptual work and Design for brands like Mercedes, Pimms and O2. We went onto win awards across the board. The most satisfying award came when A to S, a microsite for Mercedes, was recognized as one of the Top 10 Digital ads of the Decade.



- **Trainee Designer - European LDV scholarship**

Dare Digital | Mar 2001 - Feb 2003

I got a scholarship to do work experience abroad and I joined Dare London as a trainee designer, learning my trade at the agency who went on to win Campaign Agency of the Year.

## Education & Training

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2002 - 2003 ● **London College of Printing**

MA , Interactive Multimedia

1996 - 2000 ● **Universitat Ramon Llull**

Media Studies (BA) , Licenciatura (BA) Media studies

1996 - 2000 ● **Universitat de Barcelona**

Fine Arts (BA) , Bachelor of Arts