



Anthony Cassidy

BRAND CREATIVE DIRECTOR

London, UK

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Languages

English

Spanish

About

I'm a brand creative director with 25 years industry experience working for fashion and lifestyle brands, with more than 10 years experience leading multi-disciplinary creative teams, ranging in size from ten to more than forty. I love leading, mentoring and helping individuals deliver meaningful work that resonates with the target audience across all channels. I'm passionate about enabling creatives of all levels to work with a sense of autonomy, allowing them to grow and develop into confident and skilled individuals. Above all I believe in order to do great work creatives must enjoy what they do. I always aim to foster a positive culture in which teams thrive. I am an experienced photographic and film director working both on location and in-studio. With a background in graphic design I am an advanced user of Adobe Creative Cloud: InDesign, Photoshop, Illustrator, After Effects, Acrobat and Premier Pro.

BRANDS WORKED WITH

- Arcadia
- Boohoo Group PLC
- EMAP Publishing
- Marks and Spencer
- PORTAS AGENCY
- Spoken-Image
- Studio Woo
- Yellow Door

Experience



● Consultant Brand Creative Director

Boohoo Group PLC | Oct 2021 - Mar 2023

Leading a team of diverse creatives, producers and marketing specialists in the re-positioning of multiple brands from traditional bricks-and-mortar retailers into digital pure play e-tailers.



● Brand Creative Director

Marks and Spencer | Mar 2020 - Oct 2021

My brief in this role was to build and manage an in-house agency and to deliver a new strategic and creative brand direction. From designers and art directors to producers and copywriters of all levels of experience creating assets for over 100 territories globally. I set a new visual direction across all digital channels as well as working with the VM teams to re-imagine the store experience in their UK and international estate.



● Creative Director

Arcadia | Oct 2016 - Feb 2020

Leading a large team of creatives across multiple brands within one of the world's largest fashion groups. The role included developing and leading the brand vision for multiple brands within the group through delivering a consistent customer centric creative handwriting across all owned and paid channels.

● Creative Director

PORTAS AGENCY | Oct 2013 - Aug 2016

Heading up a department of creatives from art directors, mid weight designers to graduates, specialising in creative and strategic solutions for fashion and lifestyle retail clients. Leading full-service creative from photo shoots to

● Associate Creative Director

Studio Woo | Feb 2013 - Sep 2013

This role saw me lead numerous TTL campaigns for some of Australia's best known fashion, luxury and lifestyle brands. Leading a creative team of 12 in this small, vibrant agency overseeing all output, strategically as well as creatively.



- **Head of Creative**

Yellow Door | Dec 2010 - Feb 2013

My role at Yellowdoor involved managing the creative department of one of the UK's most high profile retail brand specialists. Developing global and national ATL and TTL campaigns across all forms of communication from print and digital to television. Specialising in developing brand image and advertising for the fashion retail sector clients include, Clarks Shoes, Swarovski, Westfield, Louis Vuitton and Acne Jeans.

- **Freelance Art Director**

| Aug 2008 - Nov 2010

- **Associate Art Director**

EMAP Publishing | Jul 2003 - Aug 2008

- **Art Director**

| Sep 2002 - Jul 2003

- **Fashion Art Director (freelance)**

| Sep 1998 - Jul 2002



- **Graphic Designer**

Spoken-Image | Sep 1995 - Aug 1998

online content creation for a global client base including Habitat, House of Fraser, Westfield and The Watches of Switzerland Group.