

LUKE COLE

Creative Strategist, Creative & Photographer

London / Remote

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I’m a multi-disciplined creative that’s been described as a ‘Creative Swiss Army Knife and a Ideas Machine’ by Founders, Strategy Directors and Leadership Teams. Specialising in creative strategy, ideation, and content creation across various platforms, I thrive in storytelling and tackling client briefs with impactful communication. I enjoy weaving in compelling narratives, fostering community engagement with conceptual visual work, cultural thought leadership and insights.

Experience

ACAST

Creative Strategist, London
April - October 2023

I helped craft compelling thought starters and creative responses, connecting clients with podcast audiences. I helped win Acast win new business in Branded Segments, Sponsorship, and innovative Ad formats. Working with our sales teams, I applied unique insights and ideation, encouraging brands to invest into the dynamic world of podcasting. My work inspired brands to tell captivating stories, with content that resonates with fans.

BORN SOCIAL

Creative Strategist, London
May - November 2022

I led and presented creative research and briefs to clients and our creative strategy and creative production teams during my time at Born. I kept the team up to date with the latest shifts on social, as well as the best in creative trends seen online. I also helped win big pitches, as well as leading ideation and creative presentations for clients like Jagermeister, Snickers, Primark and Joseph & Joseph.

eatbigfish

Multimedia Designer &
Content Creative, London
May 2017 - May 2022

Throughout 5 years, I was the sole Creative at eatbigfish, successfully championing challenger thinking, crafting digital content and contributing to the production of Overthrow II and The Challenger Project. I spearheaded brand and cultural research for the strategy directors and founders, finding new sources of content, capturing and editing all marketing and social content, for both our clients and audiences.

Education

Visual Design Foundation

Created Academy - Remote, part time.
March 2021- June 2021

BA Hons Fashion Promotion & Imaging

University of the Creative Arts Epsom - full time.
September 2012 - June 2015

Extended Diploma in Art & Design

University of the Creative Arts Canterbury - full time.
September 2010 - June 2012

Key Skills

