



Carl Fox

Creative Leadership

Contact me

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Skills

- Creative direction & storytelling
- Brand strategy & governance
- Multi-disciplinary team leadership
- Stakeholder presentation & pitching
- Client partnership & retention
- Budget & delivery management
- AI-accelerated production

Hi!

About

Craft. Collaboration. Kindness.

The principles that underpin how I build and lead creative teams.

Group Creative Director leading a 25-person creative team and ~\$450k in MRR across global brand and integrated campaigns, including work for Amazon, Microsoft, Pfizer and Wikipedia.

I build and scale creative teams that balance high standards with strong collaboration, delivering work that drives commercial impact. My background in motion and video informs a strong focus on craft and storytelling.

My experience spans team development, delivery optimisation, and client partnership, alongside integrating AI into creative workflows to accelerate production and expand creative possibilities.

Experience

2025–Present **Group Creative Director** Superside, Remote

- Lead creative output across accounts totalling ~£450k MRR, aligning brand, campaign and content strategy to commercial growth objectives.
- Manage a global, multi-disciplinary creative organisation delivering branding, advertising, social, presentations and digital campaigns.
- Own creative standards and strategic direction across accounts, driving stronger storytelling, sharper craft and consistent execution at scale.
- Drive AI-accelerated creative workflows across teams, increasing speed, iteration and quality control without compromising craft.

2024–2025 **Creative Director, Motion** Superside, Remote

- Led and developed an international Motion team within a globally distributed creative model, raising craft standards and strengthening conceptual thinking across client work.
- Scaled the Motion function from 28 to 45 creatives to meet increasing global demand, while maintaining quality and consistency.
- Delivered a 47% uplift in closed projects through workflow improvements, stronger review practices, and clearer quality benchmarks.
- Shaped the positioning of Motion within a fast-scaling global creative model, aligning creative output with commercial growth.
- Drove adoption of AI-enabled creative systems to modernise workflows, expand capability, and accelerate experimentation and production.



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Education

University of Lincoln

BA (Hons) Media Production
2:1

York College

BTEC National Diploma, Media
Distinction

Experience

2022–2024

Creative Director

Entain, Nottingham

- Led a multi-disciplinary creative team spanning copy, design, motion, video and campaign development across a portfolio of high-profile consumer brands.
- Set the overarching creative direction across channels, aligning brand strategy, campaign execution and commercial objectives.
- Directed end-to-end development of integrated campaigns, from concept through to production and delivery.
- Presented and pitched creative concepts to senior stakeholders, influencing decision-making at leadership level.
- Strengthened brand governance and consistency across all creative touchpoints.
- Cultivated a culture of creative excellence, accountability and continuous improvement across the department.

2017–2022

Head of Motion

Entain, Gibraltar / Nottingham

- Built and led a global team of 20+ motion designers across multiple territories.
- Drove brand storytelling and visual identity across a diverse portfolio of consumer brands.
- Established motion guidelines and scalable creative systems to ensure consistency and efficiency.
- Led campaign development from concept through to pitch and production.
- Introduced improved workflows and operational processes to enhance output and team performance.
- Partnered with agencies and internal stakeholders to deliver large-scale campaigns and brand initiatives.

2015–2017

Senior Video Creative

William Hill, Leeds

- Developed and executed creative concepts for broadcast and digital video content across promotional, social and internal channels.
- Led planning, filming and post-production, ensuring alignment between creative intent and brand objectives.
- Managed in-house video creatives and coordinated freelance talent where required.
- Directed shoots featuring high-profile sporting talent, building strong on-set relationships and stakeholder trust.
- Nominated for the Excellence Awards (2017) for outstanding performance.