



Leila Morgan

Brand & Creative Strategist

✉ leila.morgan@example.com ☎ +1 (202) 555-0112
📍 Amsterdam, Netherlands
🌐 leilamorgan.example.com

Summary

Brand & Creative Strategist with eight years of experience in brand strategy and storytelling. Combines thoughtful problem solving with hands-on delivery, clear communication and a strong focus on measurable outcomes. Trusted partner to multidisciplinary teams, with a track record of turning complex challenges into practical improvements for customers and colleagues.

Experience

Fieldwork Collective Amsterdam, Netherlands
Brand & Creative Strategist 2022 – Present

- Developed brand positioning for a sustainable homeware business entering three European markets.
- Led a six-person creative team on an integrated launch reaching 3.2 million people in its first quarter.
- Established a verbal identity and campaign toolkit adopted by 24 regional marketing partners.

Paper & Form Amsterdam, Netherlands
Brand & Creative Strategist 2019 – 2022

- Translated customer interviews and cultural research into distinctive narratives for consumer brands.
- Directed identity, packaging and digital projects from briefing through production and launch review.
- Built long-term client relationships that increased repeat project revenue by 31% in one year.

Westbridge Partners Amsterdam, Netherlands
Associate, Brand strategy and storytelling 2017 – 2019

- Supported client projects from research and planning through delivery, building a strong foundation in brand strategy and storytelling.
- Maintained accurate project documentation, coordinated stakeholder feedback and presented clear recommendations to senior colleagues.

Projects

Second Nature Launch 2025
Connected a circular packaging story across retail, social and editorial channels. Campaign testing lifted unaided brand recall by 19 points.

Team Knowledge & Practice Library 2024
Developed practical templates, examples and onboarding resources for brand strategy and storytelling. Shared lessons through monthly peer sessions and made proven approaches easier to reuse.

Creative Briefing Playbook 2023
Built a practical briefing framework connecting audience needs, brand positioning and creative decisions. Shared examples and facilitated workshops to help client teams commission stronger, more focused work.

Skills

Strategy
Positioning, Audience insight, Brand architecture

Creative
Art direction, Copywriting, Campaign planning

Delivery
Workshops, Creative briefs, Stakeholder alignment

Education

University of the Arts London
MA
Brand Communication
2013 – 2017
Focused on applied research, collaborative projects and professional practice. Final project explored evidence-led approaches to brand strategy and storytelling.

Certifications

Brand Management: Aligning Business & Brand
2024
London Business School

Languages

English
Fluent
German
Conversational

Community

Community Skills Network
2023 – Present
Support a local arts foundation with exhibition messaging and pro bono campaign planning.

Interests

Contemporary photography