

# DENIZ SANTORO

MARKETING & CREATIVE SOLUTIONS STRATEGIST

## DETAILS

LOCATION  
London, UK

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## LINKS

PORTFOLIO  
[www.dengrafik.com](http://www.dengrafik.com)

LINKEDIN  
[www.linkedin.com/in/denizsantoro/](http://www.linkedin.com/in/denizsantoro/)

## SKILLS

### SOFTWARES

Photoshop | Illustrator |  
InDesign | Figma | PPT |  
ChatGPT | Krea AI | Firefly  
Keynote | After Effect | Premier

### TOOLS & TECH

Wix | Wordpress | Jira |  
Dropbox | Lucid | Office |  
Google Suite

### TOP SKILLS

Brand Strategy | UI/UX |  
Brand Design |  
Copywriting |  
Storyboarding | Multi-  
Touch Campaigns |  
Creative Sales

## PROFILE

Global-minded Brand Designer and Marketing Strategist with 10+ years of expertise spanning brand evolution, AI-integrated workflows and UI/UX. Proven track record in managing end-to-end marketing activity, defining content strategy and leading creative sales pitches for global FMCG and AdTech leaders. Adept at bridging the gap between high-level creative vision and commercial marketing goals.

## EMPLOYMENT HISTORY

**BRAND DESIGNER & MARKETING STRATEGIST**, Tjarks & Tjarks | London  
Dec 2023 - Ongoing

- **Integrated Marketing & Content Strategy:** Defining comprehensive content calendars, writing long-form thought-leadership articles for the company website, building new brand identity, crafting storyboards for videos and showreels;
- **Campaign Management:** End-to-end ownership of social media strategy, including copy writing and asset design for multi-platform campaigns;
- **Creative Sales & Pitching:** Deliver high-quality design pitches and creative solutions that directly secured new partnerships with global clients like Albert Heijn, Daler-Rowney, Walgreens and Albertsons.
- **Brand Governance:** Lead the conceptualisation and distribution of global brand guidelines for major FMCG clients including Aldi, Albert Heijn, and Walgreens.

**LEAD BRAND & MARKETING STRATEGIST**, Wildflowers of London  
Jan - Dec 2023

- **Marketing Management:** Led end-to-end marketing efforts, conducting in-depth brand positioning, competitor analysis, research to drive growth;
- **Brand Identity & Systems:** Crafted and executed distinct identities for four new brands, including website UI/UX and design systems to maximise market impact;
- **Project Leadership:** Managed the entire design process, managing cross-functional teams of designers and developers to meet strict timelines and client expectations.

## INDUSTRIES

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FMCG | Luxury | B Corp |  
Gaming | Sports |  
Hospitality | Energy |  
Data Security | AdTech |

## BRANDS

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Danone | British Airways |  
British Gas | MacDonalds  
Hotels | IKEA | Speedo |  
Calvin Klein | Very | P&G |  
Unilever | Diageo | FIFA |  
Dreams | Debenhams |  
Aldi | Daler-Rowney |  
Albert Heijn

## EDUCATION

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Master degree in graphic  
design with honours  
POLITECNICO OF MILAN  
Oct 2010 - Apr 2013

Bachelor degree in  
industrial design  
POLITECNICO OF MILAN  
Oct 2007 - Apr 2010

## HOBBIES

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Travelling, Reading,  
Texture Painting,  
Running, Hiking.

**LEAD DESIGNER & CAMPAIGN MANAGER**, Unruly (News Corp) | London  
Jan 2022 - Jun 2023

- **Creative Solutions:** Managed the design process as Principal Designer, driving the brand vision and roadmap for the global business.
- **Event Marketing:** Successfully led the rebranding of the parent company and business units for major international industry events including Cannes, DMEXCO, AdWeek, iab and FIFA+.

**SENIOR DESIGNER**, Unruly (News Corp) | London  
Nov 2018 - Dec 2021

- **Campaign Direction:** Oversaw creative output for national and international campaigns, website UI/UX and rebranding initiatives.
- **Team Leadership:** Managed a team of two designers and coordinated cross-departmentally to deliver successful projects for top-tier clients like Diageo, P&G, and Unilever.

**MIDDLE-WEIGHT DESIGNER & ACCOUNT MANAGER**, Zeta Global | London, Aug 2017 - Nov 2018

- **Creative Account Management:** Managed creative for high-profile clients including British Airways, British Gas, IKEA, Shop Direct Group, Danone, Calvin Klein, and Speedo;
- **Marketing Assets:** Produced diverse digital assets such as email marketing, banner ads, pitch presentations, UI/UX, and social media campaigns;
- **Creative Sales Support:** Produced impactful pitch decks and digital assets that were instrumental in securing major partnerships with British Airways, Very and Shop Direct Group, contributing to the success of the Client Success Team.

**CREATIVE DESIGNER**, Bentley Designs | London  
Nov 2015 - Aug 2017

- **Marketing Design:** Developed and executed B2B marketing materials including brochures, leaflets, booklets, price lists, promotions, POS materials, and e-shots while maintaining brand consistency;
- **Art Direction:** Directed product photoshoots to ensure high-quality visuals for marketing materials;
- **Visual Direction:** Planned and organised trade exhibitions, creating visually appealing showcases that captured customer attention.

**STRATEGIC MARKETING ASSOCIATE**, Survival Chic | Singapore  
Feb 2015 - Aug 2015

- Created and executed B2B and B2C design projects, including graphic design for newsletters, direct emails, landing pages, social media campaigns, and UI/UX design.
- Fostered strategic partnerships and managed client relationships to drive business growth and customer satisfaction.