



Dom Martin

CREATIVE DIRECTOR

"HIRE HIM IMMEDIATELY." — TREVOR BEATTIE

PROFILE

Heavyweight Creative Director and pitch-winner with a track record of delivering culturally influential global campaigns for agencies including Saatchi & Saatchi, DDB, and Fold7. Lead creative behind 20M+ viral views for Samsung, global brand platforms for Pandora across 80+ markets, and the pioneering Carling iPint (Top 20 all-time App Store app). Expert in building brands from the ground up - winning and launching global accounts like Energy Bird - while pioneering AI-driven production workflows to deliver broadcast-quality video from script to final asset.

CONTACT

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CAREER HIGHLIGHTS

20M+ views in 2 weeks — Samsung (500% over target)
Best-ever global sales — Pandora (80+ markets)
13 campaigns in 18 months — EE (Saatchi & Saatchi)
Creator of Carling iPint — game changing global mobile campaign

EXPERIENCE

FREELANCE — Creative Director (2025–Present)

Campaign platforms & brand repositioning across high profile agencies. Mastering generative AI production workflows to deliver broadcast-quality commercial assets from script to final video (Portfolio of spec work available on request).

Adam & Eve / DDB — Creative Director (2024–2025)

Permalence across DDB creative securing the global Energy Bird account.

SAATCHI & SAATCHI — Senior Creative (2022–2023)

Permalence. Leading EE campaigns at scale & Brewdog D&AD winner.

FREELANCE Creative Director — (2017–2022)

VML · McCann · AMV · Sky Creative · Elvis · etc

FOLD7 — Creative Director (2012–2017)

Samsung viral success. Pandora global campaign driving record sales. GoCompare £30m win contributing to agency's rapid rise.

BMB — Senior Creative (2005–2011)

Created iPint. Core to early agency growth and new business wins.

SKILLS

Creative Direction · Campaign Platforms · Brand Strategy · Art & Copy · Creation software, AI and mentoring.

AWARDS

Cannes Lions · D&AD · Campaign BIG · Sharks · Etc

CLIENTS

EE / BT / Sky / Brewdog / Allied Domeq / Diageo / SAB Miller / Molson Coors / John Lewis / M&S / Selfridges / Sainsbury's / BHS / nPower / McCain Nestlé / Ferrero Rocher / Fisherman's Friend / Cadbury / McVities / KP / Anchor Butter / Renault / Landrover / Ford / American Express / NatWest / Virgin Bank / UBS / Barclays Bank / Wonga / Fred Olsen Cruise Lines / Thomas Cook / Samsung/ Audible / Go Compare / Pandora / Schwarzkopf / Daily Express / Daily Star / Energy Bird / to name a few.

