Ioannis Andreopoulos

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Head of Creative

Creative Leadership · Brand Systems · Campaigns · Motion

Creative leader with 12+ years of experience building and evolving brands across technology and B2B environments. Experienced in leading creative teams, developing scalable visual systems and translating complex propositions into distinctive campaigns and digital experiences. Combines strategic creative direction with hands-on expertise across brand, motion and digital, including AI-supported creative workflows.

Areas of Expertise

- Brand Strategy & Identity
- Global Brand Systems
- Creative Direction
- Integrated Campaigns
- Team Leadership
- Motion & Video
- Digital Experiences
- AI Creative Workflows

Work Experience

Head of Creative, Telefónica Tech, London, UK | 2024 – Present

- Leading creative direction across global brand and campaign initiatives, from strategic concept development through to execution and delivery.
- Shaping and evolving the brand's visual language across digital, social media, events and paid campaign outputs.
- Delivering high-impact visual storytelling across marketing, client and corporate content.
- Working closely with marketing, product and communications teams to turn complex ideas into clear and engaging creatives.
- Providing creative direction and mentoring designers while remaining hands-on across high-priority brand and campaign work.
- Introduced AI-supported workflows to accelerate concepting and production.

Brand Design Manager, Davies Group, London, UK | 2020 – 2024

- Led the development and rollout of Davies' evolving brand identity across UK, US and international markets, establishing scalable visual systems and guidelines.
- Built and led a 7-person international design team, establishing creative standards, workflows and templates that improved consistency and production efficiency.
- Led creative delivery across integrated campaigns, digital, social and internal communications.
- Partnered with marketing and business stakeholders to translate audience insights and commercial priorities into effective creative.

Visual Designer, Davies Group, London | 2019 – 2020

- Standardised visuals across all digital and printed channels, establishing a unified brand identity.
- Created and rolled out the group's first brand guidelines and best practices framework.

Design and Marketing, Okisan Security Technologies, Istanbul | 2014 – 2019

- Enhanced brand exposure by introducing a fresh design approach, in digital and printed marketing communications.
- Provided design support and branding for B2B customers and business partners.
- Partnered with marketing specialists and developers to achieve and grow a successful corporate identity.

Business Development & Marketing, EstateMyDay.com | 2014 – 2019

- UX/UI, product development and front-end website design with WordPress & Drupal.
- Email building and marketing with Sendy and Amazon SES.

Education

Brand Management, London School of Business & Finance, UK

- Techniques and insights needed to plan, create, and maintain a healthy, purpose-led brand.
- Implementing effective value-driven marketing strategies.
- Optimising the brand experience, image, and reputation over different stakeholders and contexts.

MSc Visual Effects, University of Kent, Canterbury, UK

- Focus: Digital effects for film & commercials, 3D animation, compositing.
- IMDB: https://www.imdb.com/name/nm5357303/

BA Audio & Visual Arts, Ionian University, Greece

- Focus: Digital & print design, film direction, multimedia, animation.

Technical Skills

- Design: Adobe Photoshop, Illustrator, InDesign, Premiere, After Effects, Figma
- Generative AI: RunwayML, Adobe Firefly, Midjourney, Kling AI, OpenAI Codex, ChatGPT, Envato Elements
- Marketing: HubSpot
- Microsoft 365: PowerPoint, Word, Excel, SharePoint
- Workflow & Project Management: Monday.com
- Corporate Branding: Templafy, SharePoint libraries
- Email Design: Poppulo, HTML block building platforms
- Operating Systems: MacOS and Windows

Language Proficiencies

English (Proficient), Greek (Native), German/Turkish (Intermediate), and Spanish (Elementary)



Interactive CV