

GEORGIA WATT

Strategist in Creative Brand Development | Background
in Design and Branding | Agency Experience | E2 Visa

Brooklyn, New York
(929) 663-5737
georgiawattcreative@gmail.com

References available upon request

About me

Designer turned strategist.
Self-proclaimed creative generalist.
Brit living in New York City.

After starting my career recruiting designers for top brands in London, I quickly realized I wanted to be the one doing the creative work. I went on to study a diploma at Shillington, which opened the doors to a design internship in Copenhagen for Pearlfisher. This led to a hybrid role as a designer/strategist for Noise Studio. I am now based in New York City, and work for Bald Agency as a lead creative strategist. I use my verbal and visual versatility to untangle stories, ideate creative concepts, and lay the foundations for brands to be built. I'm also permanently hungry, hopelessly optimistic for a good hair day, and a failed vegetarian.

I believe we live in a world that is chaotic, pressurizing, fast-paced, trends-driven, shouty, scrolly, and overwhelming. In this context, it is important to inspire brands to stop and think about their purpose. Because with a strong purpose, they gain the direction and confidence to think, speak and act with intention. Clarity cuts through the chaos.

Education

Shillington College

Graphic Design Diploma
2019

Exeter University

BA Combined Honours, Film Studies & Drama, 2:1
2013 - 2016

Kings School Canterbury

A-levels: A*AA
2008 - 2013

Some Clients

Bald Agency

MGA (Entertainment)
Herr's (Food & Snacking)
BATM (Finance)
NCA (Trade Organization)

Noise Studio

ECCO (Footwear)
ColourWear (Fashion)
World Surf League (Sports)
Protect Our Winters (Charity)
Crux (Fintech)

Pearlfisher

LoveMade (Food)
Kiss My Drinks (Beverage)
Daawat (Food)

Freelance

Izzy Letty Ceramics (Art)
Tansy Boyd (PR)
Wondering People (Art)
Debate Mate (Education)
Stoneware Studios (Art)

Skills







Brand Strategy
Brand Architecture
Communication (written, visual, verbal)
Strategic Concept Creation
Design Thinking
Presentation & Public Speaking
Research (qualitative, quantitative, desk-based)
Stakeholder Engagement
Storytelling
Workshop (creation & facilitation)
Graphic Design
Cross-Functional Collaboration

Courses

Future London Academy

Creative Leadership
Creative Ops
Branding Now II
Building A Brand Language

Technical Skills

 Figma
 InDesign
 Illustrator
 Photoshop
 Keynote
 Powerpoint

Experience

Bald Agency *(April 2024 - Present)*

Lead Creative Strategist (September 2024 - Present)

Creative Strategist (April 2024 - September 2024)

Key achievements:

- Responsible for developing strategic creative concepts that drive brand awareness, engage target audiences, and achieve business objectives for clients across a range of sectors.
- Managing a small team and collaborating with the digital, design and social teams.
- Involved in pitches resulting in winning new business.
- Introduced new strategy and branding processes that have been implemented across a team of 40 people.
- Lead in presentation calls and client workshops.

Independent / Freelance Creative Strategist *(Dec 2023 - April 2024)*

Clients: Alright Studio, CBX, North Street, Equinox

Projects: FinTech, Packaging, Healthcare, Aviation, Sports

Noise Studio *(Aug 2020 - Dec 2023)*

Creative Strategist (May 2023 - December 2023)

Strategist & Designer (Apr 2021 - May 2023)

Junior Designer (Aug 2020 - Apr 2021)

Key achievements:

- Developing a brand department for what was uniquely a UX & UI studio.
- Lead on brand projects of varying sizes and outputs, for both global brands and working directly with start-up founders.
- Preparing project roadmaps and leading client communication.
- Creating processes that were implemented across a team of 12 creatives.
- Acted as a hands-on designer across visual identity, logo design, art direction and copywriting.

Pearlfisher *(Mar 2020 - Jul 2020)*

Design Intern

Key achievements:

- Assisted on projects across branding, packaging and digital design for luxury, food and beverage clients.
- Tasks included designing brand books, brand collateral, photoshop and designing iconography.

Major Players *(Jun 2017 - Aug 2019)*

Senior Consultant (Oct 2018 - Aug 2019)

Consultant (Dec 2017 - Sep 2018)

Resourcer (Jun 2017 - Nov 2017)

Key achievements:

- Responsible for business development, managing a small team, and running a successful, top billing desk for luxury lifestyle and fashion brands.
- Represented between 25-30 working freelancers per week, and was always on the look out for new talent in the London freelance design scene.
- Worked closely with senior management to define new processes and strategies that maximized consultant output.
- Inspired me to pursue a career in the creative industry, gave me management training, taught me how to perform under pressure and the importance of forging strong professional relationships.

Porta Romana *(Jul - Oct 2016)*

Marketing Assistant

The Click Hub *(Sep 2015 - Aug 2016)*

Content Writer