# ROB FOX

CREATIVE DIRECTOR

Website | Portfolio | robfox79@gmail.com | +44 7795 965019 | Tonbridge, Kent

## EDUCATION

### JOURNALISM
**University of Central Lancashire**
**1998 – 2001 • 2:1**

### PERFORMANCE MARKETING AND DIGITAL ADVERTISING
**University of Colorado, Boulder**
**2023 – 2025 • Online Course**

## ADDITIONAL

### PROMAX UK CHAIR (NOW G.E.M.A)
**Oct 2020 – Nov 2023**

## SOFTWARE

**AI & AUTOMATION**

Weave • ChatGPT • Claude
Codex • Midjourney
AI video & image workflows

**ADOBE**

Photoshop
InDesign
After Effects
Premiere
Illustrator
Firefly

**DESIGN & 3D**

Figma
Cinema 4D

**COLLABORATION**

monday.com
Microsoft 365

## PROFILE

Highly versatile creative leader with a strong creative mind and the production instinct to make ambitious ideas happen. My work spans brand identity, integrated campaigns and streaming launches.

I have led large creative departments and built new studios, bringing specialists together around a clear direction. I set high standards and give teams the structure to do their best work. I stay close to the craft, challenging the thinking, sharpening the ideas and keeping the work focused on its audience.

## RELEVANT EXPERIENCE

### ASSOCIATE CREATIVE DIRECTOR

Global Studio Leadership • Brand Systems
Creative Innovation • AI Workflows

**Agency • WPP | Spafax • Emirates; expanded to include Oman Air & flydubai • 2023 - Present** Case Study

Built and led Emirates' Dubai entertainment studio, overseeing all AI video and image workflows. ice won APEX's Best Global Entertainment award for 2026. Oversight of all campaigns, merchandising, navigation and budgets.

### CREATIVE DIRECTOR

ITVX Leadership Team • Platform Identity
Launch Systems • Cross-functional Delivery

**In-House • ITV • 2022 - 2023** Case Study

Transitioned ITV Hub's look and feel to ITVX in a tight nine months, aligning product and partner platforms and creating launch campaigns. In launch month, ITV's streaming hours rose 55% and online users 65% year on year.

### CREATIVE DIRECTOR

Originals • Key Art & Shoots
Multi-format Campaigns • UK–US Stakeholders

**In-House • BritBox UK • 2021 - 2022** Case Study

Led social, CRM, key art, shoots and multi-format campaigns for two BritBox originals a month with UK and US partners, whilst maintaining full budget oversight. BritBox UK subscriptions rose over 45% to around 733,000 in 2021.

### CREATIVE PARTNER & FOUNDER

Brand • Influencer • Experiential
Entertainment • Pitch Decks • Title Sequences

**Agency • Dot Dot Dot • 2020 - 2025** Portfolio

Founded and led the studio, creating titles, graphics, key art and trailers for shows on Channel 5, Netflix, ITV and the BBC. Delivered brand, influencer and experiential campaigns for eBay, Manchester Airport Group and Gala Casino.

### HEAD OF CREATIVE/ DEPUTY CREATIVE DIRECTOR

Broadcaster Brand • Department Leadership
Integrated Campaigns • Creative Standards

**In-House • Channel 5 | ViacomCBS • 2016 - 2020** Campaign Example

**Creative Director • Paramount CEE • Warsaw & Budapest**

Led Channel 5's award-winning team of around 40 plus freelancers. The 2018 'Storm' campaign contributed to a No. 1 timeslot result for CBB among 16–34s. Led CEE campaigns and the teams' move into Paramount Europe.