



PHIL MESNILDREY

CREATIVE STRATEGY DIRECTOR

CONTACT



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REFERENCES

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LI XIONG CHU

Account Director
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PROFILE

Experienced B2B and B2C creative strategy director with experience across a diverse range of cultures and industries throughout the UK, Europe, Australia, China, and Singapore.

Responsible for creating concepts, strategies, and transformation plans for Fortune 500 companies.

Lead the productization and automation of our agency efforts. Founder of two start-ups and co-creator of multiple digital projects.

HOBBIES

Self-learning, Entrepreneurship, Game Design, Music Production, E-Sports, Football & Sports, Yoga, Meditation.

LANGUAGES

- ★★★★☆ English
- ★★★★☆ French
- ★★★ Chinese Mandarin
- ★★ Spanish

WORK EXPERIENCE

- 2019 - PRESENT **CREATIVE STRATEGY DIRECTOR / MAXIMUM ASIA**
Hybrid role involving planning & business strategy, creative thinking & executions, and leadership + staff mentoring.
- 2017 - PRESENT **FOUNDER / EXO DEPLOY GAMES**
Indie game studio, cloud connected, supporting game developers / designers crafting and promoting their games.
- 2017 - 2019 **DIGITAL STRATEGY DIRECTOR / MAXIMUM ASIA**
Brand management and planning lead, Greater China and APAC. UX / UI design. Agile production of digital projects.
- 2015 - 2017 **360° CREATIVE / MAXIMUM MARKETING GROUP**
Develop marketing & brand strategies (from offline to online, SEO and social media), ideas & concept development, digital design.
- 2012 - 2015 **CEO & FOUNDER / HATCH AND C. LTD**
- 2012 **GUEST INFO / COMMS SUPPORT (OLYMPICS) / ILUKA**
- 2009 - 2011 **MARKETING MANAGER / BLEU SEINE**
- 2009 **PROJECT MANAGER / @JUST (HAVAS)**

EDUCATION

- 2008 - 2010 **MASTER 2, ADVERTISING / INSEEC**
- 2004 - 2007 **BACHELOR, MARKETING & COMMUNICATIONS / INSEEC**

Data Analytics

- ★★★★☆ Google Analytics
- ★★★★ Google Ads (Adwords)
- ★★★★☆ SEO / SEM / Funnels

Art Direction

- ★★★★☆ Sketch
- ★★★★ PS, LR, XD
- ★★★★ AI, IN

Web & Production

- ★★★ HTML 5 / CSS 3
- ★★ Dialogflow (A.I.)
- ★★★★☆ JIRA / Taiga / Trello

Game Softwares

- ★★ Unity
- ★★★ Quest / Squiffy
- ★★★★☆ Legal & App Stores