

SAMI IZZET

Contact

WEBSITE

samiizzet.com

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PHONE

07301572826

*it all starts with
a bright idea!*

Experience

WePlay - July 2022 - present

Head of Creative

My role is to oversee and lead the entire creative output of the agency. I was hired to grow the team, revenue and capabilities of the creative department, and in my 1st year generated revenue of £1.5million.

I lead on all new business pitches, develop process and manage a team of 9 to deliver a range of creative from motion graphics, social, brand, website and video production. I work with global sports brands including Messi, RB Leipzig, ESPN and Olympic Federations.

JBI Digital - June 2018 - May 2022

Digital Design Manager

I was responsible for the creative and design output of the agency, implementing all creative processes and across digital and marketing projects whilst being hands on design role. I also lead on pitches to win new business including Hovis, Mi5 and Missing People.

The also developed the user experience department with a human centred design approach, developed digital design systems, branding, video and other creative disciplines.

Angel London - May 2017 - June 2018

Head of Design

At Angel London I managed the design and creative output at Angel whilst also being hands-on and working across projects myself. I delivered engaging marketing creative for clients such as Coca-cola, Nickelodeon, Cartoon Network and Chelsea FC.

Angel London - Nov 2013 - May 2017

Lead Designer

As the Lead Designer role was to oversee the design and creative output at Angel whilst also being hands-on and working across projects myself.

Focus Marketing - Feb 2011- Nov 2013

Designer

My role was to design and develop creative concepts for a range of clients.

Freelance - Jan 2010 - Jan 2011

Freelance

Various freelance positions where I worked on a wide range of projects.

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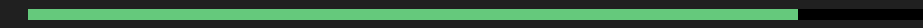
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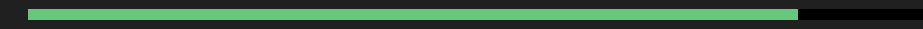
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Key Skills

01 Creative & Brand Strategy



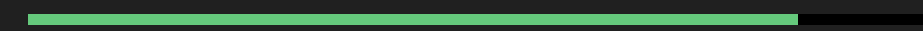
02 Brand & Identity



03 Video & Motion



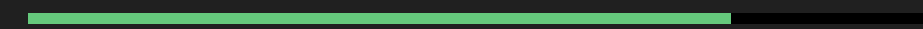
04 UI & UX



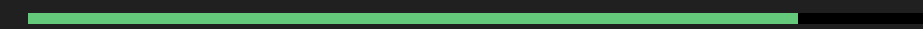
05 Video Production



06 Social Content Design



07 Print design & OOH



08 Print design & OOH



09 P&L



Career Highlights

WePlay - July 2022 - present

Built and grew team from 3 to 9 and generated £1.5 million in new creative work in year one.

WePlay - July 2022 - present

Pitched and won new clients in new creative disciplines including video production shoot for Lionel Messi and branding for the International Boxing Association.

JBI Digital - June 2018 - May 2022

Developed new User Experience team and implement modernised digital processes such as design systems.

WePlay - July 2022 - present

Introduced new creative disciplines for a pure digital agency such as branding and video production.