

# Fin McAllister

## Creative and Strategist

Creative, Strategist and Copywriter with 4.5 years' experience developing creative and cultural strategy for some of the world's most important brands. Dovetailed with freelance creative and strategy work for no.1 artists and forward thinking clients.

## Selected Clients / Collaborators



## Experience

### WMA, London – Creative Strategist

**JULY 2020 – DEC 2023** (plus additional year 08.17 – 08.18)

Leading creative and strategy work for a range of luxury, mass-market and lifestyle clients.

- Creative Lead for Audemars Piguet's *Syncing Sounds: Live* with Mark Ronson, a fully integrated 360 campaign and documentary garnering 8m+ cross platform impressions.
- Creative Strategy consultant for challenger brand Huel across full marketing mix. Work has included social and brand strategy as well as creative consultancy, podcast ad script writing and partnership strategy.
- Creative and strategy lead in winning pitches worth over £2m+ in the past 2 years.
- Campaign strategy lead for Amazon Fashion EU's SS '22 social campaign, resulting in over 100m impressions.
- Overseen the growth of Prime Video UK's Twitch channel to over 100k followers and 50m+ views. As one of the three founding team members, my work on this account has seen me publish hundreds of social plans (including thousands of words of copy), conceptualise countless formats, define channel Tone of Voice and much more.
- Creative director and writer for Prime Video Sport's viral social ad featuring Peter Crouch and Tom Grennan.
- Project managed and lead on partnership strategy for a first of its kind NFT marketplace.

### Freelance, London – Creative / Writer / Strategist

Freelance creative work for leading brands and talent.

- Creative and strategy director for Mobo winning artist Knucks' 2024 clothing line drop 'F\*ck is a day off'.
- Writer on the Nike x Vogue film 'Be The Change', dropping December 2023.
- Writer on number 1 artist Sigma's music videos for *Adrenaline Rush* (800k views) and *The Corner* (20k views).
- Concept writer for Notion magazine digital output, including partnerships with Ellesse and Barbour International.
- Creative Director for The Silhouettes Project's second album social and press content.
- Treatment writer and designer on countless decks and pitches.

### Patchwork, Leeds/London/Brighton – Co-Founder

Co-found and run the UK night Patchwork, booking some of the most exciting global underground artists whilst utilising unusual spaces and large sound-systems. Previous headliners include Bradley Zero, Esa, Anz, Pender Street Steppers, Donna Leake and Pablo Valentino. We partnered the brand with major electronic event 'The Garden Party', and I have DJed at some of the country's best loved events such as 'Flux' and on leading independent radio stations.

## Contact

### Portfolio

[f-mcallister.com](https://f-mcallister.com)

### Email

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### Number

+44 7954 303 470

## Education

### University of Leeds

1st Class Honours BA Music  
with combined industry year.

## References

All references available upon request.