

LUCILLE HAMON

Creative strategist

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I challenge myself to learn and laugh at least once a day. I have always been naturally curious, eager to listen and learn from others. I am driven by challenges that require my brain, my knowledge, my sensibility and my heart to come together and form insight-led strategies that will live through creativity.

I am a real team player, though I enjoy working independently and seek solutions through research and imagination.

BRAND STRATEGIST

Brunswick Creative – Since Nov 2021

LONDON
UK

Brunswick Creative, part of Brunswick Group is a creative agency specialised in corporate communications.

- Brand strategy activities including creating brand purpose, vision, mission, positioning and brand platforms
- Discovery and benchmarking, in-depth qualitative market research, stakeholder interviews etc.
- Involvement in the full creative process; strategy, creative brief, creative process and roll-out
- Pitch lead and support

Main clients: Axplora, McKinsey, VARO Energy, WWF, Ellen MacArthur Foundation, Inchcape.

EDUCATION

MBA International Brand Strategy

INSEEC SupdePub – London, UK

2016–2017

- Strategic
- Planning
- Brand Strategy
- Consumer behaviour
- Insights

Masters Degree Communication, design and marketing

EFAP – Lyon, FR

2012–2016

- General communications
- Marketing
- Design
- Advertising

GCSE Equivalent (Baccalauréat)

Lycée Charles Baudelaire – Annecy, FR

2009–2012

- Communication
- Marketing
- Management
- European focus – French/English/Italian

CASE STUDIES

Creating a new player in the pharmaceutical industry

Axplora

Merger of two European pharmaceutical companies to create a new key player in a highly competitive industry.

- Brand strategy based on qualitative research and key stakeholder interviews, founded on the common strengths and complementary differences of both entities
- Naming and trademarking support
- Visual identity designed to stand out from an old school and crowded landscape

Building a unique AI personality framework

EMEA Government (confidential)

Government entity to lead the digitalisation and hyper-personalisation of their services for their citizens by creating their AI.

- Extensive qualitative research on best practices for AI services, AI assistants, digital governments and cultural expectations
- Building from scratch our own AI framework, from personality traits, tone of voice, appearance to level of intelligence and machine learning input

Branding the energy transition

VARO Energy

An energy trading company shifting its strategy to lead the energy transition

- Brand strategy based on their dual business strategy, evolving from a traditional energy supplier to an energy transition partner
- Visual identity refreshed to introduce a more mature and dynamic company and its ambitious strategy

Naming an event to shape the government of tomorrow

McKinsey & Company

Assembling a panel of federal experts to create a leading event to shape the future of the US Government

- Qualitative research based on federal and national events, focus on government officials audience
- Sprint creative naming workshops based on tools and processes developed specifically for this project

LANGUAGES

French – Native
English – Fluent
Italian – Intermediate

ABOUT ME

Entrepreneurship

Supporting start-ups by volunteering at the French Tech Annecy – Creative artworker

Horse riding

15 Years practicing
Competitions (France and Australia)

Eclectism

Motorsports, feminism, travelling, cinema

ACCOUNT MANAGER

Brunswick Creative – Jan 2020 – Nov 2021

LONDON
UK

Brunswick Creative, part of Brunswick Group is a creative agency specialised in corporate communications.

- Managing a range of projects on branding, sustainability, investor communications and employee engagement
- Specialised in design and print, from conception to production
- Involved in the strategic process and development; focusing on brand strategy and ESG
- Working closely with the strategic consultants
- Participating and winning various pitches

Main clients: Puma Energy, Diaverum, Thales Alenia Space, Woolmark, Holcim, House of HR, Verallia

ACCOUNT MANAGER

bandstand – June 2019 – Dec 2019

LONDON
UK

bandstand is a mid-weight independent creative agency, specialised in the property industry and education.

- Managing client relationships with the main property investment companies in the UK
- Working on diverse channels: print, digital, experiential etc.
- Full creative process; from brand strategy to final production
- Pitch support
- Photoshoot planning and management

Main clients: Fulham Football Club, Great Portland Estate, Savile Row, Royal Academy of Engineering

ACCOUNT MANAGER

ASG Spark – July 2017 – June 2019

LONDON
UK

ASG Spark is a design and production agency specialised in creative digital campaigns and localisation for the film and home-entertainment industry.

- Managing client relationships with main Home Entertainment companies
- All across EMEA, Asia and America with more than 30 different languages
- Creative digital campaigns design, adaptation and localisation
- New business activation and pitching
- Social Media campaigns

Main clients: Disney, Universal Studios, Netflix

JUNIOR PLANNER

Forever Beta – February 2017 (Internship)

LONDON
UK

Forever Beta is an integrated Creative agency working on various accounts such as Co-op, Camden Town Brewery or Google. Based in London, Manchester and New-York.

- Market research and competitors analysis
- Consumer behaviour study
- Building research reports and presentations
- Working closely with the Strategy, Account management and Creative teams