

EMMANUEL BLESSED

CREATIVE DIRECTOR · STRATEGIC ADVISOR

London, UK · Works internationally

work@misterblessed.com · misterblessed.com · linkedin.com/in/misterblessed

POSITION

I build the strategy, the story and *the show*.

I turn complex business problems into clear positions, distinctive creative and work that moves people.

For twenty years I have worked between strategy and execution across technology, media, founder-led businesses, sport and entertainment.

I find what the moment is really about, define the idea, assemble the right people and build backwards from the outcome.

I am as comfortable in the room shaping the strategy as I am getting close enough to the work to make sure it lands.

SELECTED IMPACT

£210m

Reported sale of XLN Telecom to Daisy Group, 2022. Creative Director across the five years to it, through multiple leadership teams

60,000

People at Tottenham Hotspur Stadium. Conor Benn ring walk, from concept and build to delivery on the night.

20%

Performance uplift from a video-led sales programme created for XLN when field sales disappeared in 2020

EXPERIENCE

INDEPENDENT 2016 — PRESENT

CREATIVE DIRECTOR & STRATEGIC ADVISOR

LONDON / INTERNATIONAL

Founders, brands, athletes and artists bring me in when something important needs to move: a launch, repositioning, new venture, partnership, commercial opportunity or moment of change.

I work from the problem outward: establish what matters, define the position, develop the creative and commercial response, then assemble and direct the specialists required to make it real.

Business

Positioning and launch strategy for founder-led ventures, among them Ease Baby, a baby-care business founded by Joss Stone. Defining what a business stands for, who it needs to matter to and how a new entrant earns trust.

Sport & Boxing

Strategic work across professional boxing spanning athlete positioning, partnerships, event development, commercial opportunities and the business built around talent.

Music & Entertainment

Work in and around established artists and live entertainment including Joss Stone, Jessie J, Robbie Williams, Becky Hill, Leona Lewis and Pauli "The PSM", across tours, arenas, festivals and major international events.

Teams

Build and direct specialist teams around the problem rather than defaulting to agency overhead: typically four to twelve people across strategy, design, film, production, paid media, partnerships and talent.

XLN 2017 — 2022

CREATIVE DIRECTOR · FREELANCE

LONDON

Long-term creative lead for one of the UK's largest independent small-business telecoms providers, translating commercial problems into ideas that work across acquisition, retention, content and sales.

20% uplift

When field sales disappeared during the pandemic, created a video-led sales programme designed to rebuild engagement and performance on screen.

One idea, many jobs

Built creative capable of working simultaneously for the marketer acquiring the customer, the salesperson having the conversation and the small-business owner with little interest in telecoms.

Five years is not simply a creative relationship. It is a commercial verdict.

DISCOVERY COMMUNICATIONS 2014 – 2016

CREATIVE PRODUCER

LONDON

Brand, content and audience-facing creative inside a global media organisation.

Worked across multidisciplinary teams and international markets where a central idea had to survive different platforms, audiences and stakeholders without losing its meaning.

It taught me where creative often fails inside large organisations: between the strategy people agree with and the thing the audience actually experiences.

EXPONENTIAL (now VDX.tv) 2013 – 2014

LEAD CREATIVE PRODUCER

LONDON

Digital creative inside a data-led advertising business, developing commercial campaigns where creative decisions could be measured against audience behaviour rather than opinion alone.

Agree what success looks like before making the work.

FOSTER + PARTNERS 2011 – 2012

CREATIVE DESIGN ANALYST

LONDON

Communication and design within one of the world's leading architecture practices. Working in an environment defined by rigour, detail and exceptionally high standards reset my understanding of what finished means.

The habit remains: understand the system, remove what is unnecessary and make every decision intentional.

APPLE 2006 – 2011

CREATIVE

LONDON

Five formative years inside a business that treated product, communication, customer experience and culture as parts of the same idea.

Worked where that thinking met the customer, learning first-hand whether complicated propositions could be understood by actual people rather than simply approved in a meeting.

Make complicated things feel simple without making them ordinary.

SKY EARLY CAREER

JR CREATIVE

LONDON

Started inside one of the UK's largest broadcasters, making creative for audiences measured in millions. Broadcast scale, broadcast deadlines, and the standard that comes with putting work in front of the whole country.

WHAT I BRING

CREATIVE LEADERSHIP

Creative Direction · Team Leadership ·
Creative Systems · Multidisciplinary Teams

AI

AI-Enabled Research · Exploration ·
Visualisation ·
Creative Development · Production Workflows

STRATEGY

Brand Strategy · Creative Strategy ·
Positioning · Commercial Strategy · Storytelling

PERFORMANCE

Audience Insight · Creative Performance ·
Testing & Iteration · Commercial Accountability

EXECUTION

Campaign Development · Content · Film
& Production · Partnerships · Experiences

EDUCATION

Bachelor's Degree, Graphic Communications · 2:1

UNIVERSITY FOR THE CREATIVE ARTS · SEP 2005 – JUN 2008

BUSINESS CULTURE ENTERTAINMENT

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