



# MARCUS BARON

CREATIVE DIRECTOR

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LinkedIn



## EDUCATION

MA  
Royal College of Art

PRINCE2  
Project Management

WSET  
Level 1&2 in Wine (Distinction)

## CLIENTS



## ABOUT ME

I'm a Creative Director who genuinely enjoys the puzzle of turning complex ideas into stories that resonate. I've spent my career working across B2B tech, financial services, sustainability, manufacturing and education. Each sector teaching me something different about how to distill a business proposition into a successful creative concepts. I lead projects from that initial spark through to execution, collaborating with multidisciplinary teams to produce work that's strategically grounded, visually distinctive, and commercially smart. What drives me is originating ideas, orchestrating teams, and making the case for bold work that pushes boundaries while delivering real business value.

## EXPERIENCE

### FOUNDER & CREATIVE DIRECTOR

Marcus Baron Creative | London | January 2025 - Present

Founder of Marcus Baron Creative, helping people and organisations tell their stories with authenticity and impact. Over 20 years' experience leading campaigns, driving transformation, and mentoring talent across brand, marketing, and education. Always with a focus on purposeful design with a lasting impact.

### CREATIVE DIRECTOR & BRAND CREATOR

KNOTT Studio - (knott-studio.co.uk) | Jan 2026 - Present

Created and built a stone lighting and homeware brand entirely from scratch. Conceiving the product collection, crafting the brand identity, and directing all visual and written output.

- Functioned as a solo creative force, replacing an entire creative agency through the applied and strategic use of multiple AI platforms
- Created all brand imagery, visual identity, and marketing materials using generative AI tools — selecting, directing, and refining outputs to meet a precise creative vision
- Devised the brand and digital strategy, then built and launched the full commercial website end-to-end
- Demonstrated a deep, practical understanding of AI platform capabilities — not just literacy, but effective creative direction through AI
- Led every creative discipline: art direction, copywriting, digital design, photography, and web build — from initial concept to live commercial site

### CREATIVE DIRECTOR

Britannicus Stone | London | January 2022 - Jan 2025

Led all creative and marketing activities, shaping the brand both on and offline for this purpose-driven company championing the beauty and potential of polished British stone within the UK's building and design industries.

- Designed and launched a new brand website in collaboration with an external design agency, using the Statamic CMS platform — enabling not only a complete site build but ongoing management and content publishing following the brand refresh
- Managed and created content across all social media channels, maintaining brand consistency and audience engagement
- Built strategic partnerships with British manufacturers championing UK-made products

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## EXPERTISE

### AI & Digital

- AI-led brand creation (ChatGPT, Claude, Manus)
- Website strategy, build & management
- Digital marketing & campaign platforms
- Statamic CMS & web platform management
- Social media content creation & management
- Partner portals & internal digital platforms

### Creative Leadership

- Strategic Creative Direction
- Brand Creation & Management
- Art Direction across integrated campaigns
- Visual Storytelling & Concept Origination
- Workshop Facilitation
- Team Mentoring & Collaboration

### Tools & Production

- Adobe Creative Suite
- Photography & Film Production
- Project Management (PRINCE2)
- Stakeholder Engagement & Presentation

## INTERESTS

- Food & Wine
- Photography
- Cycling
- Weight training
- Polish cinema posters
- Letterpress printing

## EXPERIENCE CONTINUED

### Britannicus Stone...

- Worked with leading industry professionals, including the Stone Federation, to grow awareness and engagement
- Designed collections of furniture, homeware, and accessories to showcase the versatility of British stone

### CREATIVE DIRECTOR

#### Hunter&Jermyn | London | March 2024 - Jan 2025

Born from my vision to unite the expertise of Simon Hunter and Mark Jermyn, combining their successful companies, SPC and Stone Theatre, into a new, dynamic force within the British stone industry.

- Established the brand identity to elevate standards in British stone through collaboration and innovation
- Designed and built the website using the Statamic CMS platform, managing content and updates following launch — consistent with the approach used for Britannicus Stone
- Managed all social media channels and digital content creation, building the brand's presence from the ground up
- Created a brand balancing tradition with forward-thinking design and craftsmanship
- Merged decades of expertise across consulting, sourcing, manufacturing, and installation into a cohesive brand narrative

### CREATIVE DIRECTOR

#### EY | London | October 2014 - October 2021

Brought in to transform EY's in-house studio into a fully integrated, digitally-focused creative agency. Working from C-suite to cross-functional teams, I translated complex ideas into clear, engaging strategies that strengthened culture and elevated EY's brand internally and externally.

- Transformed a 30+ person design studio into a digitally-focused creative department, driving a 40% increase in digital output
- Developed and delivered client-facing and internal websites, the Partner Portal, and digital marketing across online platforms and events
- Led cross-functional teams spanning strategists, copywriters, and media specialists across B2B campaigns
- Creative lead on an award-winning sustainability campaign that achieved a 50% reduction in single-use plastics
- Directed Exceptional People. Exceptional Outcomes — a film addressing disability in the workplace
- Established design frameworks, mentored junior creatives, and presented bold ideas to senior stakeholders

## OTHER WORK

### LECTURER IN PHOTOGRAPHY

#### Pembroke College, University of Oxford | Summer 2025/26

Designed and delivered a photography course for international high school students, focusing on storytelling, visual communication, and creative self-expression.

Blending technical skills with conceptual thinking to help students develop their own photographic voice.