

Emily Lau

Creative Lead

Hello! I'm Emily Lau, a senior creative with over 10 years' experience. I have been lucky to hone my skills in renowned advertising agencies, bringing campaigns to life from ideation to execution.

My approach to campaign creation for e-commerce brands is to combine creativity and innovation with data, for continuous engagement and growth across all channels.

Services

Creative ideation

Branding and design

Art direction

Photography

Team management

Content production

Project management

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Experience

Creative Lead

Nura

November 2020-Present

I drove the refresh of Nura's new brand and visual identity and creative-directed marketing campaigns, including award-winning product launches, while leading the in-house creative team.

What I did

- Branding and digital design
- Ideation
- Copywriting
- Production
- Photography
- Social content management
- Optimising performance through data and testing
- Team and project management

Key results

- Produced and art directed Australia's most-funded Kickstarter campaign (\$3M).
- Overhauled branding and rolled out in 6 weeks across digital platforms.
- Directed and produced performance marketing campaigns that resulted in increased profits.

Creative Specialist

VicTrack

December 2019-November 2020

With the communications department, I provided visual solutions to explain new ways of working (due to Covid) to internal and external stakeholders and various government bodies.

What I did

- Branding
- Ideation
- Video editing
- Social content management (LinkedIn)
- Project management

Key results

- Produced and edited VicTrack's internal video content channel for employee engagement and morale during the pandemic, with 220 videos and over 25k views in a year. It was an Employee Engagement Award Nominee (Australian Rail Association).
- Art directed and project managed the launch campaign for their new telecommunications service, TGSN, with senior stakeholders and contractors.

Freelance Creative

Freelanced at advertising agencies, such as: McCann, Cummins&Partners, Ogilvy, Leo Burnett and Taboo Group

May 2017-March 2021

Executed ideas, art direction and design on pitches, activations, campaign rollouts, and digital/social content creation. I freelanced steadily for nearly 3 years until the pandemic hit.

What I did

- Content creation
- Design and branding
- Ideation
- Art direction

Key results

Consistently engaged to work on select clients: Swisse vitamins, AAMI, agl, AFL, Specsavers, Cadbury and MECCA.

Art Director and Designer

DDB Melbourne

December 2015 - May 2017

Art directed across accounts including Westpac, Schmackos, Porsche, VicRoads, ahm and DON, creating brand, retail, digital and social content.

What I did

- Art direction
- Branding
- Design
- Ideation
- Project management

Key results

- Created advertising and awareness campaigns for VicRoads and Schmackos.
- Art directed first advertising campaign within a year.
- Produced assets that are still used by Westpac to this day.

Designer

Meinhardt

November 2011 - December 2015

Designed marketing and advertising campaigns, including company quarterly magazine, EDMs, digital/web assets, templates, presentations and pitch documents.

What I did

- Design
- Branding
- Project management
- Stakeholder management

Key results

- Promoted to Lead Designer in 2 years.



Skills

- Taking marketing strategies and data to produce successful outcomes across platforms with on-brand creative.
- Team leading and mentoring
- Delivering concepts from ideation to finished art.
- Effectively articulate ideas in written and visual formats.
- Deep knowledge and interest in digital, social media, content and technology.
- Up-to-date on art, design trends, fashion, music, culture and beyond.
- Well-developed presentation and communication skills.



Tools

- Figma
- Adobe CC
- Office 365
- Motion and editing (FCP, PP, AE)
- Wordpress
- Html/CSS
- Campaign Monitor and Mailchimp
- Monday
- Trello
- Meta Business Suite



Education

- AWARD School (advertising)
- RMIT University, Comm. Design
- CATC Design School, Certificate III in Graphic Design
- UNSW College of Fine Arts, Bachelor of Fine Arts