

JEFF SANTOS

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London, UK

SENIOR CREATIVE STRATEGIST | Brand Storytelling and Creative Performance

Senior Creative Strategist who builds brands that genuinely connect and drive sales. I have extensive experience turning audience data and market trends into powerful, profitable stories. Developed and led global campaigns across digital, video, and paid social channels, blending creative thinking with a data-driven approach to build full-funnel strategies that balance storytelling with measurable impact.

KEY SKILLS

Creative Strategy and Execution | Brand Storytelling | Performance Marketing Creative | Digital Advertising | Cultural Content Relevancy | Funnel Marketing | Digital Scalable Production | Data-Driven Insights | A/B Testing | Creative Automation | Dynamic Templates | Creative Direction | Brand Consistency | Digital Media Channels Best Practices | Stakeholder Management | Team Leadership | Cross-Functional Collaboration | Agile Mindset | Can-Do Attitude | Problem Solving | Communication | Gen AI | DCO

CREATIVE AND TECHNICAL TOOLS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Dreamweaver) | Google Web Designer (GWD) | HTML5 | CSS3 | FIGMA | Sketch | Keynote | Tableau | Smartsheet | JIRA | Frame IO | SharePoint | Microsoft Office (Word, PowerPoint, Excel) | GenAI | Chat GPT | Gemini | Runway

PROFESSIONAL EXPERIENCE

Senior Creative Marketing Manager

October 2022 - July 2025

Expedia Group - London, UK

Led the end-to-end creative vision and strategy for global digital campaigns across the Expedia Group portfolio. Directed internal stakeholders and external agencies to deliver over 2,000 high-impact assets annually, aligning brand identity, data insights, and performance goals.

- Creative lead behind Expedia's highest-performing Black Friday, Cyber Monday campaign, delivering a 16% year on year increase to Net Booking Value. Designed and executed the creative strategy, oversaw asset production, and leveraged data insights for creative optimisation.
- Enhanced sales display creatives, elevating click through rate (CTR) by 12%, conversion rate (CVR) by 29%, and incremental return on spend (iROAS) by 23%, before successfully scaling globally.
- Led a contextual programmatic strategy using Google audience insights and keyword analysis to deliver hyper-personalized creative across Expedia Group. Drove 37% increase in CTR, 33% in CVR, 97% in VTR, and 2.1x improvement in brand favourability compared to standard dynamic display. Recognized as a high-impact project that advanced contextual targeting and creative innovation.
- Lead creator of Dynamic Creative Optimisation (DCO) strategy, encouraging collaboration across media leads, brand teams, production partners, and agencies to engineer modular HTML5 and video templates, which enabled automated, personalised ad delivery at scale.
- Recognised as the go-to expert for digital creative best practices and performance innovation. Regularly consulted by over 80 internal stakeholders and external 5 agencies to elevate campaign quality, efficiency and creative effectiveness at scale across 5 brands, 22 markets, 26 languages, 8 media channels, 34 creative formats.
- Designed and presented quarterly keynote leadership decks showcasing performance of over 500 creative assets across global campaigns, combining insights, visuals and strategic recommendations.
- Produced onboarding and training decks adopted by 5 agencies and over 80 internal team members to streamline creative workflows and ensure brand alignment.

- Managed and mentored a growing creative team, guiding junior producers through cross-platform campaign execution, ensuring efficiency, brand consistency, and design excellence.
- Delivered creative direction to production agencies and acted as key liaison to resolve issues, remove blockers, and keep projects on track.

Creative Design Manager

March 2020 - October 2022

Expedia Group - London, UK

Led the development of scalable creative systems and automation frameworks that enhanced production efficiency, campaign performance, and cross-channel consistency across global travel marketing initiatives. Mentored junior creatives while driving innovation in data-informed, relevant localised content delivery.

- Created the "Demand Capture Creative Bible", a centralised guide that reduced production time, improved creative performance, and aligned design execution across digital channels.
- Improved process and automation by aligning with the creative bible and strengthened collaboration by providing one creative space to access and share information.
- Designed and implemented a scalable, automation-ready Content Matrix, centralising copy, visuals, and asset inputs to simplify production and enable rapid deployment of dynamic creatives and templates across 6 channels and 22 markets.
- Optimised the top 20 U.S. origins DV360 creative leveraging keyword driven insights, increasing impressions by 33% and CTR, higher than Vrbo brand creative impressions.
- Managed keyword-driven creative strategy for Vrbo's drive-to-destination campaign, aligning YouTube, Meta and Programmatic ads across 7 markets. Delivered unique creative variants in 2023, driving 24.7% of impressions and higher CVR than brand-led HTML5 Demand Capture creatives.
- Mentored and managed a Video Designer and a Junior Designer, providing hands-on training and strategic guidance to adopt a dynamic, scalable creative approach across day-to-day execution.

Senior Digital Marketing Designer

July 2018 - March 2020

Expedia Group - London, UK

Drove the creative process from brainstorming and ideation through to the design and execution of dynamic creatives and paid social assets across DV360, GDN, Criteo, and Facebook.

- Improved global campaign performance through data-driven, innovative strategies informed by ongoing industry research to maintain Vrbo's leadership in paid social marketing.
- Developed and maintained comprehensive documentation, including Display Best Practices and Photography Guidelines, to ensure brand consistency and streamline production.
- Created high-performing paid social creatives, including dynamic overlays and social-first videos, driving strong engagement and campaign effectiveness.

Digital Marketing Designer

April 2015 - September 2017

Hostelworld Group - London, UK

Global creative role, responsible for the end-to-end creation of programmatic display and brand campaign assets, blending strategic thinking with hands-on design to elevate global marketing efforts.

- Developed and oversaw cross-channel production of all digital assets for the "Unexpected Guests" campaign, featuring Mariah Carey, 50 Cent and Charlie Sheen. The campaign delivered 65M+ views, 5B media impressions, and an 18% YoY boost in bookings across 23 global markets

EDUCATION AND CERTIFICATIONS

Bachelor of Design | Mackenzie University - São Paulo, Brazil

Study Abroad, Design I Porto University – Porto, Portugal

Design Certificate | SENAC Professional Education School - São Paulo, Brazil

Certifications | Generative AI Skills for Creative Content | Generative AI for Marketers | Intro to Agile Marketing | Adobe Creative Cloud | Google Web Designer | HTML5/CSS |

INDUSTRY AWARDS

- Most Effective Programmatic Creative Campaign - Creative Technology Awards
- Best International Campaign of the Year - The Travel Marketing Awards
- Best Content Marketing - The Masters of Marketing
- Best Integrated Campaign - The Travel Marketing Awards

LANGUAGES

English (Full Professional) | Portuguese (Native) | Spanish (Limited Working)