

Olivia Bruce: Creative Strategist

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Profile

Brand and creative strategist who turns cultural insight into clear positioning, brand territories and the stories that bring them to life. Two years across creative agencies, startups and the art world, taking work from research and insight through to tone of voice, concept and art direction. First Class History of Art graduate from Cambridge, with a sharp eye for culture, taste and how attention moves online.

Core Skills

- **Strategy:** creative brand territories, brand and campaign platforms, cultural and trend insight, audience and creator behaviour, data-informed content strategy and copy-writing.
- **Creative:** concept development and ideation, pitch decks and storytelling, art direction, production oversight from brief to delivery.
- **Tools:** Figma, FigJam, Pitch, Strong understanding of AI tools, Meta Ads and analytics, WordPress, Google Workspace, Microsoft Office

Experience

Vovi Studio | *Creative Strategist* | FTC June 2026 – Nov 2026

- Ran first-principles brand diagnostics for each client across Consumer, Tech and Finance, separating what the brand wanted from what it actually needed, to sharpen the brief before creative work began.
- Built consumer insight and market research, mapping audiences, competitors and category conventions to find a distinct position for each brand.
- Co-developed creative brand territories covering tone, visual world and cultural positioning, giving the design team a clear platform to work from.
- Presented strategy and concept decks in Figma, FigJam and Pitch, from early ideation boards to client-ready presentations.

Mythos Makers | *Cultural Marketing Lead* | Mar 2025 – June 2026

- Led integrated communications programmes across multiple workstreams, owning strategy, creative development, budgets and team delivery from brief to execution.
- Developed and pitched original creative concepts for lifestyle, tech and consumer brands under tight timelines, winning 6 client partnerships..
- Built monthly trend and cultural intelligence reports on shifts in creator behaviour, used to [shape client content strategy / inform new pitches].
- Delivered social-led concepts that generated 3M+ views on TikTok/Instagram and grew organic channels by 75% in 2 months through data-informed content decisions.
- Oversaw production and art direction from ideation to final delivery, keeping quality and brand consistency throughout.

FairArt | *Marketing Strategy & Community Lead* | July 2024 – Mar 2025

- Worked directly with artists, visiting studios and discussing their practice, and translated their work into platform narratives and campaign concepts.

- Owned social strategy end to end, creating original video and static content, tracking performance and iterating on results.
- Designed A/B-tested ad campaigns with precise audience segmentation, lifting profile visits by 72% and website clicks by 124% in 90 days.
- Scaled impressions from 30,000 to 333,000 and grew the following by 25% in 100 days.
- Identified global partners and key individuals to support a planned US expansion.

Keyi Magazine, Berlin | *Editorial & Marketing Intern* | Jul 2024 – Sep 2024

- Wrote and published editorials and event coverage during Berlin Fashion Week, and improved SEO and digital reach through WordPress.

Bruce Archive (Depop) | *Co-Founder* | Jul 2018

- Co-founded a vintage resale business at 16, spotting inefficiencies in the wholesale market and sourcing across Europe through long-term wholesaler relationships.
- Grew the account to 28,000+ followers in under two years; selected for Depop's Level Up programme, on track for Top Seller.
- Partnered with Depop on a Green Initiative, speaking at universities and pop-ups on fast fashion's environmental impact; expanded into UK festival markets.

Earlier experience: Christie's London, Operations Intern, Classic Week (Dec 2022) · Connaught Brown, Gallery Intern, Artist profiles and exhibition curation (Jun 2022)

Education & leadership

University of Cambridge | *BA (Hons) History of Art, First Class* | 2021 – 2024

- Ranked 4th in year after first-year exams; awarded the Davidson Scholarship.
- Dissertation (76%): *Karel Appel: Re-reading the Psychopathological Notebook*, comparing avant-garde ideas of 'insanity' in Karel Appel and contemporary artist Bjarne Melgaard.
- Focus: Russian avant-garde (1880–1950); contemporary critical theory including eco-critical, anthropological and decolonial discourse.

Fitzwilliam Museum Society, Cambridge | *Vice President* | Dec 2021 – Jun 2024

- Worked with artists and curators on the Fitzwilliam's *Defaced* exhibition, co-writing programme materials and wall text and securing sponsorship from leading arts organisations.
- Co-chaired Love Art After Dark, a museum evening with student artists, and curated its student exhibition and catalogue; co-organised a Women in the Arts panel with Cambridge Women in Business.

Rugby School, Warwickshire | *A-Levels* | 2015 – 2020

- History, Politics, Geography (A*A*A*). Drama scholarship; Grade 8 LAMDA; Queen Victoria Medal for History.