



# Jamie Byrnes

Creative Strategist

Emerging creative strategist with a sharp eye for culture and a passion for building ideas that connect on a human level.

## PORTFOLIO

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## CONTACT

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## EDUCATION

BA Advertising and Brand Design  
Ravensbourne University  
2022 - 2025

A Level Qualifications  
Thomas Tallis Sixth Form  
2019 - 2021  
Film Studies - B  
English - B

## ABOUT

I specialise in blending insight, emotion, and purpose to develop campaigns that speak to the world we live in, especially through a Gen Z lens.

I bring energy, curiosity, and a concept-first mindset to every project, along with strong skills in research, brand thinking, and narrative building. Whether developing tone of voice or shaping early-stage creative ideas, I love being where strategy and storytelling meet.

## SKILLS

- creative strategy
- copy
- Adobe Creative Suite: Photoshop, Illustrator, InDesign
- sigma
- Google Workspace: Docs, Sheets, Slides, Drive, Gmail
- Microsoft Office: Word, Excel, PowerPoint, Outlook
- Email Marketing: Mailchimp
- Social Media: Instagram, Facebook, X (Twitter), LinkedIn

## WHAT I BRING

- A culturally attuned, Gen Z perspective grounded in empathy and real-world relevance
- A passion for turning audience insight into bold, meaningful creative thinking
- A collaborative spirit and clear communication in both creative and strategic work
- A hunger to learn, experiment, and push campaigns into fresh, unexpected spaces