

Rich Ince

Creative Director

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SUMMARY

Award-winning Creative Director with a proven track record in advertising and entertainment marketing. Most recently led high-impact, multi-market campaigns across Europe for Prime Video, spanning TV, film, and live sports. Expert in developing key art, trailers, social, and radio assets that resonate. Adept at shaping brand identities across traditional and non-traditional platforms. Specialised in delivering innovative 360° marketing strategies, leading cross-functional teams, and aligning creative vision with business goals in complex stakeholder environments.

SKILLS

- Creative Direction: Brand Strategy, Market Positioning, Campaign Messaging
- Creative Ideation: Scriptwriting, Visual Storytelling, Graphic Design
- Creative Production: Static/Video/Sound, Creator Engagement, Live Experiences
- Software: Adobe Creative Suite, Microsoft Office, AI
- Leadership: Team Management, Cross-Functional Collaboration, Creative Mentorship

EXPERIENCE

Prime Video (Amazon) — Creative Director, Europe

2023 – Present

- Led creative direction across 12 European territories for high-profile launches
- Delivered integrated, data-led campaigns for original series, films, and live sports
- Oversaw production of AV, print, digital, experiential and audio content
- Developed scalable workflows for multi-title and multi-market rollouts
- Played a key role in shaping brand narrative across diverse formats

Various (incl. BBH, VCCP, Boomerang, Coolr) — Freelance, London

2018 – 2023

- Secured new business through standout pitch work
- Produced award-winning creative across multiple touchpoints
- Launched social-first content strategies for international brands
- Mentored emerging talent across agency teams

Leo Burnett (Publicis Groupe) — Senior Creative, London

2007 – 2017

- Rose from Junior to Associate Creative Director over ten years
- Earned global recognition as a top creative talent under 30
- Crafted purpose-driven campaigns for nonprofit and public sector clients

EDUCATION

(BA) Graphic Design & Advertising — First Class Honours
Buckinghamshire New University

Data Science — Bootcamp 98%
University of Manchester

AWARDS

- Cannes Lions (3) • D&AD (2) • LIA (5) • Clio (1) • NY Festival (1) • Epica (5) • Kinsale (1)
- Creative Circle (13) • Campaign (4) • BIMA (5) • FAB (3) • Music+Sound (1) • Cristal (1)
- Young Guns (1) • Creative Review (1) • Ocean (1) • ClearChannel (1)