

Silvi Bertolissi

Creative Lead & Art Director

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Creative Lead leading integrated creative across B2B and consumer marketing for global brands. I develop creative strategy, messaging and visual storytelling that drive business growth, partnering with cross-functional teams, agencies and external collaborators to deliver impactful work across digital, experiential, motion, presentations and integrated campaigns.

Currently Senior Creative Lead at British Airways, I lead creative from strategy through execution, partnering with leading global creative agencies and specialist talent to deliver integrated campaigns while embedding generative AI into creative workflows to accelerate ideation, prototyping and content creation. Previously, at Amazon Advertising, I led integrated B2B creative across EMEA, developing advertiser marketing, sales narratives and campaigns for brands and agency partners. My approach combines strategic thinking with hands-on craft, and my work has been recognised with eight industry awards across projects for brands including P&G, Unilever, Chanel, L'Oréal, Mercedes-Benz and PepsiCo.

Experience

Jun 2024 - Present

Senior Creative Lead - British Airways, London

Oct 2022 - May 2024

Senior Creative Lead, Art Director - Amazon Advertising, London

Apr 2021 - Sep 2022

Creative Director - Earthware Prime Globe, London

Oct 2014 - April 2021

Associate Creative Director - Omnicom Health, London

2014 - 2022

Independent Creative Director & Brand Consultant - London, Paris

2014

Art Director / Digital Designer - Immediate Media, London

2010-2013

Art Director - BBDO, Rome

2007-2010

Art Director - LS&Blue, Rome

Education

2022 - UAL, London

Creative Direction & Strategy (Intensive)

2020 - UAL, London

Multimedia Storytelling (Intensive)

2002 / 2005 - IED, Rome

Bachelor of Fine Arts

Advertising, Art Direction

Awards & Recognitions

PM Society Awards: 1 Gold, 2 Silver

EPICA: 1 Gold, 1 Silver

Grandprix IT: 1 Gold, 1 Bronze

Mediastars: 1 Gold

Featured: Adci, Ad Age, Adweek, Archive

Languages

Italian: Native

English: Fluent

Spanish: Conversational, B1 level

French: Conversational, A2 level