

Tony Parsons

BRAND & DIGITAL MARKETING LEAD | CREATIVE DIRECTOR

Portfolio: tonyparsonsdesign.com

PROFILE

Brand & Digital Marketing Lead and Creative Director with 25+ years' experience helping organisations strengthen brand presence, improve digital performance and generate consistent enquiries.

Trusted by global brands including Jaguar Land Rover, PepsiCo, 3M and Fujifilm, as well as SMEs and growing businesses that need clear thinking and reliable delivery.

Combines strategic marketing expertise with hands-on execution, enabling faster delivery, stronger brand consistency and commercially focused results.

COMMERCIAL IMPACT

- **Jaguar Land Rover:** Expanded from a single division to eight specialist divisions, outperforming their global agency through speed and brand expertise
- **International Taste Solutions:** Helped grow from initial concept into a global food ingredients business operating in 13 countries
- **RSA Security:** Named Global Agency of Choice — whose SecurID technology was integrated into enterprise systems used by Microsoft, Cisco and IBM
- Delivered brand and marketing systems that improved consistency and reduced reliance on external agencies
- Supported lead generation and enquiry growth through integrated digital, web and campaign activity
- Trusted by internal teams and stakeholders to guide, approve and maintain brand standards

CORE EXPERTISE

- Brand Strategy & Positioning
- Website Strategy, UX & WordPress
- SEO & Digital Marketing
- Lead Generation & Conversion
- Campaign Development (Digital & Print)
- Content, Email & Social Media
- Stakeholder Management
- Project & Delivery Leadership

SECTOR EXPERIENCE

Automotive • Healthcare & Medical • FMCG / Food • Technology & Security • Engineering • B2B
• Start-ups & SMEs

TECHNICAL

Adobe Creative Suite • WordPress / CMS • HTML • SEO & Analytics • Email Marketing

EDUCATION

BA (Hons) Fine Art • PGCE Art & Design • DSDM Practitioner

PROFESSIONAL EXPERIENCE

Tony Parsons Design & Marketing

Creative Director / Brand & Digital Marketing Lead

2007 – Present

Provide brand, website and digital marketing support to organisations ranging from global brands to SMEs, acting as both strategic lead and hands-on delivery partner.

- Expanded from a single JLR division to preferred creative lead across eight specialist divisions — **Land Rover Experience, Jaguar Experience, JLR Experience, JLR Military Sales, JLR Blue Light Sales, JLR Diplomatic & Embassy Sales, JLR Classic** and **Land Rover Armoured Vehicles** — outperforming Spark44, JLR's global agency, through speed and brand expertise
- Managed all design output for **Marshall Motor Group's** JLR divisions; retained as creative partner for **Stratstone** and **Hendy Group**, delivering advertising, digital and exhibition materials
- Developed brand strategies, visual identities and governance systems, enabling internal teams to maintain consistency across all communications
- Produced multilingual marketing collateral and technical documentation for international clients including **Codelocks**
- Delivered event branding and supporting materials for global healthcare organisations including **Stryker, Fresenius** and **Conmed**
- Created brand identity, brochure and website for **WISCO**, supporting international market positioning
- Translated complex engineering and technical services into clear, commercially focused messaging for non-technical audiences
- Helped grow **International Taste Solutions** from initial concept into a global food ingredients business operating in 13 countries; also worked with **Nash's Bakery** and the **British Society of Baking**
- Planned and delivered integrated campaigns across digital, email, social and print
- Produced digital campaigns for national organisations including **Guide Dogs for the Blind** and **Railcards**
- Appointed Agency of Choice for **PepsiCo** brands and **RSA Security**

EARLIER EXPERIENCE

5 Core Group Ltd

Senior Designer (Contract)

2006 – 2007

Delivered integrated digital and print campaigns for Honda UK, supporting pitch work and campaign rollout.

Maxx Design Ltd

Senior Designer (Contract)

2006

Delivered branding, websites and marketing materials for 3i, Eton College and Westminster College.

Purple Lettuce Ltd

Senior Designer

2004 – 2006

Delivered branding, brochures and digital projects for SMEs and specialist sectors.

JSK Blue Ltd

Creative Director / Studio Manager

1999 – 2004

Led creative and digital teams delivering campaigns for major brands including RSA Security, Vodafone, 3M and PepsiCo.

- Managed digital platforms, incentive programmes and integrated campaigns across multiple sectors
- Named **Global Agency of Choice for RSA Security** — whose SecurID technology was integrated into enterprise systems used by **Microsoft, Cisco and IBM**; developed creative programmes supporting enterprise sales and adoption