



DAVID/HORTON

Art Director / Creative Lead

Portfolio

davidhorton.fr

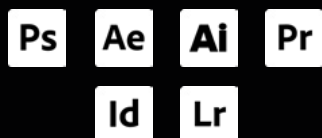
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25 Avenue Trudaine, Paris

Software and AI Toolkit

Adobe Creative Cloud



Gen AI & Prompt Engineering:



Digital & Workflow



ABOUT

Dublin-born, France-raised Art Director with 12 years of experience driving impactful campaigns at Grey Paris and We Are Social. I combine a bicultural lens and 360° production expertise to keep automotive, sports, gaming, and telecom brands culturally relevant. Motivated by team mentorship and strong creative dynamics, I translate complex briefs into high-performing creative work.

PROFESSIONAL EXPERIENCE

we
are
social

Art Director / Creative Lead Paris, France | 10 Years

360° Creative Leadership: Spearheaded end-to-end campaigns, activations, and social content for major Automobile, Sports, Gaming, and Telecom brands.

Social & Talent Strategy: Kept global brands culturally relevant while directing productions with high-profile celebrities and content creators.

Mentorship & Commercial Oversight: Mentored junior creatives and managed project economics to ensure high creative standards and profitability.

GREY

Art Director Paris, France | Early Career

Concept Development: Designed integrated campaign concepts, visual identities, and storyboards for major national and international briefs.

Cross-Functional Collaboration: Partnered with strategy and production teams to execute high-impact creative deliverables from brief to final production.

EDUCATION

SUP
DE
COM

M2 Management de la Communication 2012 - 2015

Acquired expertise in brand strategy, digital marketing, project management, and ROI analytics while leading cross-functional teams.

IUT
ANNECY
UNIVERSITE SAVOIE
MONT BLANC

DUT Technique de Commercialisation 2010 - 2012

Acquired core business expertise in sales negotiation, operational marketing, market research, CRM, and financial analysis through hands-on projects.

SKILLS

Hard Skills

360° Campaign & Production: End-to-end creative execution across all touchpoints, from high-impact brand activations to daily social content.

Social & Creator Strategy: Trend-led brand relevancy and talent direction (niche creators to celebrities).

Bilingual Copy & Visual Direction: Seamless concept creation across English and French markets.

Soft skills

Creative Leadership: Mentoring junior teams and fostering collaborative, low-ego environments.

Bicultural Insight: Uncovering global cultural nuance via dual Irish-French heritage.

Adaptability & Resilience: Thriving under tight deadlines and solving complex creative briefs.