



MARCUS BARON

CREATIVE DIRECTOR

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mfbaron@icloud.com

www.mb-creative.co.uk

LinkedIn



EDUCATION

MA
Royal College of Art

PRINCE2
Project Management

WSET
Level 1&2 in Wine (Distinction)

CLIENTS



ABOUT ME

I'm a Creative Director who genuinely enjoys the puzzle of turning complex ideas into stories that resonate. I've spent my career working across B2B tech, financial services, sustainability, manufacturing and education. Each sector teaching me something different about how to distill a business proposition into a successful creative concepts. I lead projects from that initial spark through to execution, collaborating with multidisciplinary teams to produce work that's strategically grounded, visually distinctive, and commercially smart. What drives me is originating ideas, orchestrating teams, and making the case for bold work that pushes boundaries while delivering real business value.

EXPERIENCE

FOUNDER & CREATIVE DIRECTOR

Marcus Baron Creative | London | January 2025 - Present

Founder of Marcus Baron Creative, helping people and organisations tell their stories with authenticity and impact. Over 20 years' experience leading campaigns, driving transformation, and mentoring talent across brand, marketing, and education. Always with a focus on purposeful design with a lasting impact.

CREATIVE DIRECTOR

Britannicus Stone | London | January 2022 - Jan 2025

A purpose-driven company championing the beauty and potential of polished British stone within the UK's building and design industries. With ethics, sustainability, and craftsmanship at its heart, Britannicus is redefining how British stone is seen and used in the modern world.

- Led all creative and marketing activities, shaping the brand both on and offline.
- Built strategic partnerships with other British manufacturers championing products created in the UK.
- Worked with leading stone industry professionals, including the Stone Federation, to grow awareness and engagement.
- Developed collaborations to strengthen the brand and build long-term value.
- Designed collections of furniture, homeware, and accessories to showcase the versatility of British stone.

CREATIVE DIRECTOR

Hunter&Jermyn | London | March 2024 - Jan 2025

Born from my vision to unite the expertise of Simon Hunter and Mark Jermyn, combining their successful companies, SPC and Stone Theatre, into a new, dynamic force within the British stone industry.

- Established to elevate standards in British stone through collaboration and innovation.
- Merged decades of expertise across consulting, sourcing, manufacturing, and installation. (cont...)

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KEY PROJECTS

- Led all creative and marketing for a company that promoted sustainable British stone in modern design
- Mentor for the EY Foundation
- Designed the brand identity for PurpleSpace disability network
- Filmmaker, with films showcased at UK festivals and Cannes Film Festival

EXPERTISE

- Strategic Leadership & Creative Direction
- Team Collaboration & Mentoring
- Stakeholder Engagement & Presentation
- Workshop Facilitation
- Project Management
- AI Literate (ChatGPT/CLAUDE +)
- Visual Storytelling & Concept Origination
- Art Direction across Integrated Campaigns
- Adobe Creative Suite
- Photography & Film Production

INTERESTS

- Food & Wine
- Photography
- Cycling
- Weight training
- Polish cinema posters
- Letterpress printing

EXPERIENCE CONTINUED

Hunter&Jermyn | London | March 2024 - Jan 2025

- Created a brand that balances tradition with forward-thinking design and craftsmanship.
- Focused on doing things better, sustainably, creatively, and with lasting impact.

CREATIVE DIRECTOR

EY | London | October 2014 - October 2021

Brought in to help transform EY's in-house design studio into a fully integrated, digitally focused creative agency. I worked comfortably at all levels of the organisation, from C-suite to onshore and offshore cross-functional teams, translating complex ideas into clear, engaging, and creative strategies that connected people, strengthened culture, and elevated EY's brand both internally and externally.

- Transformed a 30+ people design studio into a digitally-focused creative department, resulting in a 40% increase in digital output
- Worked day-to-day with multidisciplinary teams including strategists, copywriters, and media specialists across B2B campaigns
- Led creative direction for an award-winning environmental campaign, translating corporate sustainability goals into compelling visual narratives that achieved a 50% reduction in single-use plastics
- Directed 'Exceptional People. Exceptional Outcomes', a film raising awareness about disability in the workplace, demonstrating ability to handle sensitive topics with intelligence and empathy
- Originated concepts and provided art direction across brand awareness campaigns, thought leadership content, and account-based marketing initiatives
- Established design frameworks and mentored junior creatives, ensuring consistent quality across all output
- Presented creative work to senior stakeholders, advocating for bold ideas while remaining flexible to business needs
- Helped position EY London's creative function as a trusted, world-class internal agency supporting communication with clients, industries, and society

OTHER WORK

LECTURER IN PHOTOGRAPHY

Pembroke College, University of Oxford | Summer 2025

Designed and delivered a photography course for international high school students, focusing on storytelling, visual communication, and creative self-expression. Blending technical skills with conceptual thinking, the programme encourages students to develop their own photographic voice through hands-on projects and exploration of Oxford's visual landscape.