

PORTFOLIO OF WRITTEN TASKS

Career Focus: Creative Director and Associate Creative Director

Student name: Olena Tkach

Student number: 2513857

Module: Employability and Career Development

Module code: LCLM4005_LON

Programme: Cert HE Business Skills for the Workplace

Lecturer: Konstantina Mari

Assignment title: Portfolio of Written Tasks

Task 1: Job Advert Comparison and Key Skills

For this task, I compared two job advertisements in London. The first one is for a Creative Director at Nscale, and the second is for an Associate Creative Director at WPP Production. Both jobs require creative, communication and leadership skills (Nscale, 2026; WPP Production, 2026).

The Nscale job advert says that a Creative Director needs to lead a creative team and help develop the company's visual style. The job includes working on campaigns, video production, motion design and storytelling. The person also needs to have good communication and teamwork skills because they work with different departments. Knowledge of AI and technology is also useful because Nscale is a technology company (Nscale,2026).

The WPP Production advert has many similar requirements. The Associate Creative Director needs to manage and support a team of Creative Technologists. They also work on creative projects from the first idea to the final result. The job requires creative thinking, strategic thinking, communication, presentation and teamwork. Knowledge of AI tools and new technology is also mentioned. The person needs to work with clients, agencies and production teams (WPP Production, 2026).

The common skills in both job adverts are shown below:

Skill	Nscale	WPP Production
Creative thinking	Creative ideas and campaigns	Ideas and creative projects
Leadership	Leads a creative team	Manages and supports a team
Communication	Works with different departments	Works with teams and clients
Teamwork	Works with different teams	Works with clients and production teams
Strategic thinking	Develops creative direction	Connects creative and business ideas

Storytelling	Video and brand storytelling	Creative campaigns and experiences
AI and technology	AI and technology knowledge	AI tools and new technology

Communication is very important in the film and creative industry because many people work together on one project. For example, I may need to communicate with directors, producers, actors, designers and other members of the production team. Good communication would help me understand what needs to be done, organise my work and solve problems. It would also help me work well with other people and build good professional relationships.

Overall, both job adverts show that creative jobs require more than just creativity. Communication, teamwork, leadership, strategic thinking and knowledge of technology are also important. These skills will help me develop my future career in the creative and film production industry.

Task 2

Self-assessment is important because it helps me understand my strengths, weaknesses and areas that I need to improve. My career goal is to continue developing in the creative and film production industry. I have already gained practical experience in production, and I am also studying Business Management. To understand my current position and future development, I have completed a SWOT analysis.

SWOT Analysis

Strengths	Weaknesses
Experience in film production	My English still needs improvement
Good teamwork and communication	sometimes lack confidence
Organised and responsible	I need more leadership experience
Creative thinking	I need to improve some digital and AI skills
Opportunities	Threats
My university education	Strong competition in the creative industry

More work experience in London	Lack of experience in senior positions
Networking with creative professionals	Fast development of new technology
Learning AI and digital tools	Language can sometimes be a barrier

One of my main strengths is my experience in film production. I have worked in different production roles and understand how a film set works. This has helped me become organised, responsible and comfortable working with different people. Teamwork is very important in film production because everyone has different responsibilities and the result depends on good cooperation.

Another strength is communication. During production, I need to communicate with different members of the team and make sure that information is clear. I also think that I am responsible and can work under pressure when there are deadlines or changes during production.

However, I also have some weaknesses. One of them is my English. As I live and study in the UK, improving my English is important for my future career. I also want to become more confident when speaking in professional situations. Another area I need to develop is leadership because I have more experience working as part of a production team than managing a large team.

There are also many opportunities for my development. My university studies give me business knowledge that can be useful in the creative industry. Living in London gives me opportunities to meet people from different creative areas and build professional contacts. I can also improve my knowledge of AI and digital tools, which are becoming more important in creative work.

One threat is the high level of competition in the creative industry. Technology is also developing very quickly, so creative professionals need to continue learning new skills. I need to keep improving myself so that I can stay competitive.

Evidence of Readiness for Employment

I believe that I am becoming ready for employment because I already have practical work experience. My experience in film production has taught me how to work as part of a team, communicate with different people and complete tasks responsibly. It has also helped me understand the importance of organisation, time management and meeting deadlines (National Careers Service, 2026a).

My university studies are another example of my readiness. Studying Business Management has helped me develop skills in problem-solving, decision-making, communication and working with information. These skills can also be useful in the creative industry because creative projects require both creativity and good organisation.

My previous work experience has also helped me become more independent and responsible. I have learned that being reliable and completing tasks correctly are important qualities for any employee.

In the future, I want to improve my English, leadership and digital skills. I also want to learn more about AI and how it can be used in creative and film production. I plan to gain more practical experience, meet people in the creative industry and continue developing my professional skills.

Overall, my SWOT analysis shows that I already have useful experience and skills, especially in teamwork, communication and film production. At the same time, I understand that I still need to improve my English, confidence, leadership and technology skills. By continuing my education, gaining experience and developing new skills, I believe I can become more prepared for my future career.

Task 3 – Employment Goals and Personal Development Plan

Based on my SWOT analysis, I have identified several areas that I need to improve for my future career. My main goal is to develop in the creative and film production industry.

Employment Goals

My short-term goal is to find a job or internship in film production in London. I want to gain experience and improve my communication, leadership and English. Clear goals can help me focus on the skills I need to develop (National Careers Service, 2026b).

My long-term goal is to move into a creative leadership position, such as Creative Director or Associate Creative Director. I would like to lead projects and work with production and creative teams. These goals are important because I already have film production experience. They match the skills in the two job adverts (Nscale, 2026; WPP Production, 2026).

Area to improve	Action	Timeline	Resources	How I will measure progress
English	Practise speaking, vocabulary and professional English	6 months	University, English apps and courses	More confidence in conversations
Leadership	Take more responsibility in team projects	6-12 months	University and work projects	Feedback from team members
AI and digital skills	Learn AI and creative software	6 months	Online courses and tutorials	Complete courses and create projects
Confidence	Practise presentations and communication	6 months	University presentations and work	Less nervousness and better feedback
Work experience	Apply for creative and production jobs	6-12 months	Indeed, LinkedIn and professional contacts	Number of applications and interviews

I will review my progress monthly and use feedback to identify what I need to improve. This plan will help me address my weaknesses and prepare for employment. Improving my English, confidence, leadership and digital skills will help me become more competitive and move towards my career goal.

References:

National Careers Service (2026a) *Develop your soft skills*. Available at: <https://nationalcareers.service.gov.uk/careers-advice/how-to-develop-your-soft-skills> (Accessed: 15 August 2026).

National Careers Service (2026b) *Understand and develop your skills*. Available at: <https://nationalcareers.service.gov.uk/careers-advice/identifying-skills-and-upskilling> (Accessed: 15 August 2026).

National Careers Service (2026c) *Advertising art director*. Available at: <https://nationalcareers.service.gov.uk/job-profiles/advertising-art-director> (Accessed: 15 August 2026).

15 August 2026).

Nscale (2026) *Creative Director*. Indeed. Available at:
<https://uk.indeed.com/viewjob?jk=db8ab5403f5cd2db&from=appshareandroid>
(Accessed: 15 August 2026).

WPP Production (2026) *Associate Creative Director*. Indeed. Available at:
<https://uk.indeed.com/viewjob?jk=412f3470e959ccf7&from=appshareandroid>
(Accessed: 15 August 2026).

**What** Job title, keywords, or company**Where** london**Find Jobs**

Associate Creative Director

WPP Production

London

Hybrid work

Apply with Indeed

Location

London

Full job description

About WPP Production

We are WPP Production - the unified global production company that brings together all of WPP's content producers, studios and craft experts into one connected organisation. We combine world-class human craft with next generation technology to originate, design, and deliver multi-channel content systems at scale. Built for borderless collaboration and powered by deep craft expertise, we are the production engine designed for today's always on, AI driven marketing world.

About WPP

WPP is the trusted growth partner for the world's leading brands. We unite cutting-edge media intelligence and data solutions, world-class creativity, next-generation production, transformative enterprise solutions and expert strategic counsel in a single company – powered by exceptional talent and our agentic marketing platform, WPP Open, to help our clients navigate change, capture opportunity and deliver transformational growth. For more information, visit WPP.com.

A Hybrid working model

We believe the best work happens when we're together, fostering creativity, collaboration, and connection. That's why we've adopted a hybrid approach, with teams in the office around four days a week. If you require accommodations or flexibility, please discuss this with the hiring team during the interview process.

We are seeking a **Associate Creative Director** to support leading creative excellence and craft across **HEX Studio**. This is a high-impact, managerial role that blends creativity, strategic thinking, technological fluency, and leadership in order to shape the future of storytelling within the advertising industry using technology.

As a Creative Innovation Lead, you'll be responsible for managing a team of Creative Technologists, leading and mentoring HEX Creative Technologists to create excellent creative work with attention to craft and quality. That includes brainstorming and ideation sessions, briefing, leading presentations, and team development. The ideal candidate is tech-savvy, understands, and is up to date with the latest AI tools and models, is fluent in immersive brand experiences, and has experience with innovation-led storytelling that leverages platforms such as Google, Adobe, Nvidia, etc. The Creative Innovation Lead will collaborate with creative agencies, production cross-functional teams, technology partners, and clients to deliver culturally resonant, tech-enabled work that captivates consumers around the globe with customer and client needs in mind.

Key Responsibilities

- **Creative Technologist Leader:** Define and execute creative projects for HEX campaigns through AI, Gaming, experience and more, from brief to execution.
- **AI-Driven Innovation:** Champion the use of generative AI and emerging technologies in creative development. Lead cross-functional initiatives to explore new storytelling formats and data-informed creativity.
- **Strategic Mind:** Supporting the team in utilising data for insights and proof of concept. Shape a state-of-the-art narrative by leading the creative processes with customer and client needs in mind.
- **Creative Excellence through Craft:** Great attention to detail, from presentation to execution. The candidate will raise the quality bar on all projects, big or small.
- **Team Leadership:** Manage the team members, providing mentorship and inspiring them. Work closely with the Creative Technologists to remove blockers and ensure team satisfaction and motivation remain high.
- **Strong Team Player:** HEX collaborates with all partners across WPP. The candidate will show enthusiasm and a "can do" attitude, building strong relationships with our agency partners and clients.

Qualifications

- Advertising industry experience (or related industry), team leadership in a creative leadership role.
- An Art Direction background with strong understanding of technology including AI tools, generative design, UX/UI etc.
- Leading campaigns for top global clients through different regions and markets.
- Exceptional creative judgment with a portfolio showcasing bold, innovative, and effective work.
- Strong strategic thinking with the ability to bridge creative, tech, and business priorities.
- Excellent communication, presentation, and team-building skills.
- Global mindset with deep cultural awareness for emerging trends in art, technology and culture.

#LI-SH2

#LI-Hybrid

Why work here:

At WPP Production, you'll help shape the future of content production at a truly global scale. We bring together world-class talent, cutting-edge studios, and advanced technology to solve some of the most complex creative and production challenges in the industry. You'll work in a collaborative, borderless environment where craft excellence is valued, innovation is encouraged, and AI and next-generation tools are used to amplify not replace human creativity. With access to diverse projects, global career opportunities, and the backing of WPP's unmatched network, this is a place where you can grow your skills, make real impact, and create work that performs for every audience, across every channel, at every moment.

Inclusion and Impact

WPP is an equal opportunity employer and considers applicants for all positions without discrimination or regard to particular characteristics. We are committed to fostering a culture of respect in which everyone feels they belong and has the same opportunities to progress in their careers.

Data

We rely on legitimate interest as a legal basis for processing personal information under the GDPR for purposes of recruitment and applications for employment. When you click the "Submit Application" button at the bottom of this page, this will send all the information you have added to WPP Production. Before you do this, we think it's a good idea to read through our Privacy statement. This explains what we do with your personal data when you apply for a role with us, and, how you can update the information you have provided us with or how to remove it.

Please contact careers@wppproduction.com if you need the job advert or form in another format.

Report job

[Associate Creative Director jobs in London](#)

[Jobs at WPP Production in London](#)

[Associate Creative Director salaries in London](#)

Hiring Lab

Career advice

Browse jobs

Browse companies

Salaries

Indeed Events

[Work at Indeed](#)

[Countries](#)

[About](#)

[Help](#)

[ESG at Indeed](#)

[© 2026 Indeed](#)

[Anti-Slavery statement](#)

[Accessibility at Indeed](#)

[Privacy Centre and Ad Choices](#)

[Terms](#)

**What** Job title, keywords, or company**Where** london**Find Jobs**

Creative Director

[Nscale](#)

London

Remote

[Apply with Indeed](#)

Location

London

Full job description

Creative Director

About Nscale

Nscale is taking on the hyperscalers by building a vertically integrated GenAI cloud platform. We own the data centres, software, and applications that power today's AI applications using sustainable technology solutions. We thrive on a culture of relentless innovation, ownership, and accountability, where every team member takes pride in their work and drives it with excellence and urgency. As an Nscaler, you'll build trust through openness and transparency, where everyone is inspired to do their best work. Collaboration is key, and we work together swiftly and respectfully, embracing adaptability and resilience in all we do.

The role

We're seeking a Creative Director to lead the visual and creative identity of Nscale across every touchpoint. As we scale globally and define a new category, you'll own the brand's look, feel, and voice — from campaign concepts and video production to experiential design and motion — ensuring Nscale shows up in the world with the clarity, confidence, and craft befitting a category-defining company.

This role is the creative heartbeat of Nscale's marketing function. You'll lead and grow a multidisciplinary creative team, set the standard for creative excellence, and work closely with marketing, product, and leadership to bring Nscale's story to life across brand, product marketing, and experiential moments.

What you'll be doing

- Define and evolve Nscale's brand identity, visual language, and creative direction, ensuring consistency, quality, and ambition across all creative output — digital, physical, and motion.

- Lead and grow a multidisciplinary creative team, directly managing the Lead Brand Designer, Brand Designer, and Video Editor, and planning the hire of a Video Producer, Experiential Designer, and Motion Designer as the team scales.
- Foster a culture of craft, collaboration, and creative courage, mentoring talent and building long-term capability within the function.
- Oversee brand-defining creative across campaigns, content, events, and product marketing, leading conceiving and execution of flagship brand moments such as launches, events, and executive storytelling.
- Partner with Content & Brand to ensure visual and editorial identity are tightly aligned, and maintain and evolve the Nscale brand guidelines and design system.
- Own video and motion creative, from product explainers and customer stories to brand films and social content, setting the creative vision for animation across digital channels.
- Define the creative vision for Nscale's presence at global events and activations, partnering with Global Events to deliver immersive, on-brand experiences.
- Operate as a strategic creative partner to Product Marketing, GTM, and Developer Marketing teams, translating product narrative and technical concepts into compelling creative.
- Establish a clear creative operating model — briefing processes, review cycles, and quality standards — and manage creative resourcing, agency relationships, and production budgets.
- Track and communicate the impact of creative output on brand awareness and campaign performance.

What you need

- 8+ years of experience in brand, creative, or design leadership roles, with proven experience leading and growing multidisciplinary creative teams.
- A portfolio demonstrating exceptional creative direction across brand, digital, and video, showcasing both strategic thinking and execution excellence.
- Strong ability to translate complex technical or strategic concepts into clear, compelling visual storytelling.
- Deep expertise across brand, campaign, video, and motion creative, with the ability to create cohesive experiences across all touchpoints.
- Experience establishing creative operating models, processes, and standards that enable teams to work efficiently at scale.
- A sharp editorial eye and high standards for craft, consistency, and creative quality.
- Excellent collaboration and stakeholder management skills, with experience influencing across marketing, product, and leadership.
- Demonstrated ability to balance hands-on creative direction with leadership responsibilities.
- Experience working in fast-paced, high-growth environments where brand is being built, not just maintained.
- A passion for AI and technology is always a plus.

Ways to stand out

- Background in B2B technology, cloud, AI, or infrastructure marketing
- Experience defining or redefining a brand at a high-growth or category-creating company
- Hands-on experience with motion design, experiential, or large-scale event creative
- Familiarity with developer or technical audiences and how to create for them
- Experience scaling a creative team from early-stage to full capability

- A strong point of view on where brand and AI intersect — and how to use emerging tools responsibly

We have some of the world's most forward-thinking and dedicated people working for us. If you're creative and autonomous, we want to hear from you!

Join us in building the technology that powers the future.

What We Can Offer You

At Nscale, you'll find a collaborative, supportive, and innovative environment where your contributions spark real impact. We're building something extraordinary, and we want you at the core.

Highly competitive package (base + equity + bonus) with reviews every 12 months.

- Join the fastest-growing tech startup, your chance to push boundaries, collaborate with brilliant minds, and make your mark on cutting-edge AI. ✨
- Expect a dynamic progression plan tailored to your ambitions. Grow by trying new things, leading, challenging the status quo, and owning your impact, always with our full support.
Human-First Flexibility: We treat you as humans first.
- Our flexible workplace trusts Nscalers to deliver, giving you the autonomy to shape your day around life's moments.

Equal Opportunities Statement

We strongly encourage applications from people of colour, the LGBTQ+ community, people with disabilities, neurodivergent people, parents, carers, and people from lower socio-economic backgrounds.

If there's anything we can do to accommodate your specific situation, please let us know.

The responsibilities outlined in this job description are not exhaustive and are intended to provide a general overview of the position. The employee may be required to perform additional duties, tasks, and responsibilities as assigned by management, consistent with the skills and qualifications required for the role.

For information on how Nscale handles candidate personal data, please see our Employee & Candidate Privacy Notice: [Here](#).

For information on how Nscale handles candidate personal data, please see our Employee & Candidate Privacy Notice: [Here](#).

Report job

[Creative Director jobs in London](#)

[Jobs at Nscale in London](#)

[Creative Director salaries in London](#)

[Hiring Lab](#)

[Career advice](#)

[Browse jobs](#)

[Browse companies](#)

[Salaries](#)

[Indeed Events](#)

[Work at Indeed](#)

[Countries](#)

[About](#)

[Help](#)

[ESG at Indeed](#)

[© 2026 Indeed](#)

[Anti-Slavery statement](#)

[Accessibility at Indeed](#)

[Privacy Centre and Ad Choices](#)

[Terms](#)