

# GABRIEL

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Gabriel Purvis

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## SKILLS

### Creative Direction

Storyboarding

Visual direction

Production oversight

### Creative Strategy

Social-first campaigns

Concept development

Copywriting and brand voice

### Tools

Premiere Pro

DaVinci Resolve

Photoshop

## EDUCATION

### MA Contemporary

Literature, Culture & Theory

King's College London —

Distinction

### BA English Literature

University of Sussex —

First Class

Creative specialising in copywriting, art direction and content for global luxury brands. Leads concept-to-delivery work at scale across Jaguar, Range Rover, Defender and Discovery, alongside an independent practice in film and writing. Known for culturally resonant ideas that earn attention and build distinctive brand positioning.

## HIGHLIGHTS

### Jaguar Global Rebrand Campaign (2024)

Originating Lead Creative (Concept & Pitch)

Originated the core creative concept and spearheaded storyboarding and visual direction of **one of the most widely discussed rebrands of the decade**.

Collaborated as part of a four-person creative team, with Creative Directors and an ECD overseeing execution.

Achieved **400M+ organic reach** worldwide with minimal paid media.

High-profile global campaign delivered within a **£1.3M production budget**.

## EXPERIENCE

### Accenture Song, London

Senior Social Creative — Jaguar Land Rover (Global)

May 2021 – Present

Originate and deliver social-first creative for Jaguar, Range Rover, Defender and Discovery across Instagram, TikTok, X and Facebook (**25M+ global audience**).

Lead ideation, pitching, scripting and storyboarding for global campaigns.

Own and define social tone of voice across all JLR brands; author global Tone of Voice documentation.

Direct and produce stills and moving image content, maintaining creative integrity from pre-production through delivery.

Operate confidently across a wide budget range, from £20k social-first activations to fully integrated global campaigns exceeding £1M.

# DIVID

# PURVIS

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## Previously: Social Media Manager — Jaguar (Global)

Managed global content planning and publishing for a **14.5M+** audience.

Led community management and global market liaison.

Produced weekly social intelligence and platform updates for clients and internal teams.

## Atava Ltd, London

Marketing Assistant

January 2018 – July 2020

Led all administrative and marketing activity within a boutique education consultancy.

Defined and codified brand voice and messaging across email, website and social channels.

Managed CRM systems, partner relationships and day-to-day operations.

## SELECTED WORK

Alongside commercial work, maintains an active independent creative practice across **film** and **writing**.

### Moving Image

Concepted, directed, shot and produced music videos, including work soon-to-be-featured on UKF Drum & Bass (**2.8M+** audience) and Fonda.

Experienced developing visual language, tone and performance-led storytelling with artists.

### Brand & Cultural Work

Created social campaigns for archival fashion brand Avec Marion, shaping visual identity and brand voice across platforms.

### Writing

Write, shoot and edit narrative monologues.

Author of a completed book manuscript, currently in submission, with a strong grounding in narrative, character and thematic development.

# RESUME