

Senior Art Director



the
creative
floor
HEALTHCARE AWARDS

PM
SOCIETY

Alanna Mercy- Marshall.



Oct '25 - May '26 (8 mos)

Senior Art Director, McCann

Working in a creative duo, we ideated and then crafted original, scroll-stopping work for both above and below the line. I worked with some amazing consumer brands including Barbie, McCain, Poundland, and Peroni. I was responsible for guiding all aspects of the creative process through to delivery, alongside a team of highly talented and experienced individuals—ensuring the work was of the highest quality, eclipsing the client brief.

Oct '22 - Oct '25 (3 yrs)

Senior Art Director, Havas Lynx

Ideating and producing impactful and intelligent work for pharma brands including Sanofi, ViiV, GSK and more. Directing and creative awards submissions. Leading creative, collaborating with other disciplines including strategy and client services to deliver work that wowed. Mentoring and developing junior and mid-weight creatives.

Oct '18 - Jul '23 (2 yrs 8 mos)

Senior Creative, Havas Lynx

April '16-Nov '18 (2 yrs 8 mos)

Creative, Designer & Illustrator

Designer, Trimcraft (2 yrs)

Arts teacher (5 yrs)

Picture a tall and slightly gawky 40 year-old woman who has spent her whole adult life surrounded by arty types, bohemians, weirdos and copywriters. My outfits are a loyal reflection of this and my ideas are too. I talk about art, nature, films and always have a Goodreads goal on the go. I'm a Virgo, which means that I'm loyal and kind, but will also re-organise your filing system as soon as you're not looking.

Spending the last 12-ish years in various agencies, revelling in the hustle and chaos—I've made a book of work I'm really proud of. I've won a couple of awards to show for it too. I love learning, so my skills are well-rounded and include the full-stack creative experience: Art Direction, Copywriting, and Design. I'm enjoying weaving AI seamlessly into my practice. I look for the most interesting and unexpected ways to solve problems and strive to work with strategy to hit just the right cerebral spots.

I'm constantly sniffing around for pro-active opportunities and aim to shower the client in a constant stream of ideas that make them say, 'Yeah, we wanna make that too!' I'm passionate about health, wellbeing, social and charity causes—so my book contains some projects that have scratched those itches along the way.

I've worked with super-exciting brands: globally and locally, above and below, consumer and b2b, silly and scientific. No matter who or what they've been—I've always found things about them that float my creative boat.

Nerdy for craft, I keep tight with production during the process to make some beautiful things.

I love to take the reins and lead, make confident but considered decisions, and be the person that brings out the best in the team as a whole.

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