

# Lilian Santini

## Creative Leadership for Evolving Brands

### HI, I'M LILIAN

I help companies refine their brand strategy, elevate their visual identity, and align creative execution with business goals. As a Fractional Creative Director, I provide high-level creative leadership without the overhead of a full-time hire. My expertise spans brand positioning, design direction, and campaign oversight, ensuring every detail aligns with the company's vision. With an international perspective and deep industry knowledge, I translate complex ideas into seamless, compelling brand experiences. My clients value how effortlessly I bring clarity, cohesion, and results, making their brands stand out with confidence.



### WHO I SERVE

- 01 Growing companies in creative industries** (e.g., fashion, tech, lifestyle) needing part-time leadership in creative direction for product launches, campaigns, and visual assets.
- 02 Cultural institutions, museums, and galleries** seeking high-level creative oversight to ensure impactful audience engagement and cohesive branding.
- 03 Established companies undergoing rebranding or expanding internationally**, looking for someone to lead creative teams, refine brand storytelling, and align visuals with strategy.
- 04 Entrepreneurial brands with high creative demands** that require visionaries to shape strategy, design, and marketing while managing execution.

### SKILLSET

Creativity

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Strategic Thinking

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Adaptability

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Time Management

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Problem Solving

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Communication

### SERVICES

#### Creative Strategy and Direction

Think of this as your creative compass. I work alongside you to shape ideas that not only look good but make sense for your business. It's about creating work that matters and turning your vision into something that catches eyes and opens wallets.

#### Brand Management

Your brand isn't a one-time project: it's a living, breathing part of your business that needs consistent care and attention. I stick around as your creative partner, helping your brand evolve and stay strong as your business grows. Whether you're just starting out or scaling up, I make sure your brand keeps up with where you're headed.

#### Project Leadership

Big creative projects can feel overwhelming. I'm here to make them feel manageable. Drawing on my project management background and creative network, I coordinate all the moving parts while keeping everything on track and on brand.

#### Team Development

Great creative work comes from great teams. I help build and guide creative groups that click, bringing together the right freelancers for your project or assisting your in-house team level up their game.