

Alisha Abel

Creative Services, Resource & Operations Director

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PROFESSIONAL OVERVIEW

Creative operations leader with 7+ years experience building and running the resourcing and workflow engine behind creative, design and production teams, balancing live project load against forecasting and longer-term capacity planning across concurrent campaigns. Proven track record standing up creative services functions from scratch across agency and studio environments (Aldi, M&S, Mondelez, fashion clients), including managing a studio operation worth over £2 million and building an AI-driven capacity forecasting tool achieving 90% forecast accuracy which has enabled creative leadership to focus on ideas by owning the structure, systems and prioritisation that let creativity operate at pace and scale.

Background spans advertising and creative agency environments (Sunbranding, Mars United Commerce – Publicis Groupe) and in-house/client-side studio operations (Marks & Spencer's in-house creative team, I Heart Studios), partnering closely with Creative, Production and Finance to keep resourcing, workflow and delivery aligned. Skilled at managing upwards and across, while identifying efficiency and cost-saving opportunities across production and operations.

Known for bringing clarity and structure to fast-moving creative environments, resolving blockers quickly, and staying calm and in control through high-pressure delivery, with a track record of commercial rigour, partnering closely with Finance on budgets, forecasting and performance reporting.

WORK EXPERIENCE

Creative Resource & Operations Director | Mars United Commerce (Publicis Groupe), Melbourne

Dec 2024 – Present

- Own end to end creative workflow across strategy, creative, content and production teams, from brief intake and triage through delivery, implementing governance and prioritisation frameworks that removed delivery friction agency wide.
- Lead agency wide capacity planning and utilisation forecasting, balancing workload across concurrent campaigns to protect delivery quality and studio profitability.
- Built an AI-driven capacity forecasting tool, presented bi-weekly to leadership, to improve visibility and speed up resourcing decisions.
- Directed the agency-wide migration to Asana, designing scalable workflows, project boards, intake processes and briefing templates now used across the business.
- Manage and grow the studio's freelance talent network, including recruitment, day-rate negotiation, onboarding and contracting.
- Analyse utilisation, scoped hours and project actuals to support budgeting, forecasting and operational performance reporting to leadership.
- Facilitate regular cross-functional delivery reviews, resolving blockers and maintaining alignment across strategy, creative and client teams.

Client Director | Mars United Commerce (Publicis Groupe), Melbourne

Aug 2024 – Dec 2024

- Managed end-to-end delivery across strategy, creative and production for multiple concurrent campaigns, with two direct reports.
- Led 360-degree performance reviews and supported career development for direct reports.

Senior Account Manager | Brand Society, Melbourne

Nov 2023– May 2024

- Managed multi-channel campaign delivery for global FMCG accounts including Mondelez, coordinating timelines, priorities and workflow across cross-functional teams.
- Mentored junior team members and supported their capability development.

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Senior Account Manager | Sunbranding, London

Aug 2021 – Oct 2023

- Led high-volume, multi-channel campaign delivery for a major retail account (Aldi), balancing speed, scale and quality across seasonal launches.
- Managed and mentored two team members, supporting operational efficiency and development.
- Completed a year-long Account Director training program focused on leadership and commercial delivery.

Design Project Manager | Marks and Spencer Food, London

Oct 2020– Aug 2021

- Managed workflow and delivery across a 45+ person at Marks and Spencers Food in-house design studio, coordinating priorities and timelines across design and production teams.
- Maintained efficient pipeline flow and consistent output quality across multiple concurrent projects.

Production Studio Manager | I Heart Studios, London

Feb 2019– Oct 2020

- Managed day-to-day operations of a high-volume e-commerce content studio, coordinating schedules, crew and delivery across up to nine concurrent photography sets.
- Coordinated freelance bookings, onboarding and production logistics, maintaining a trusted roster of photographers, retouchers and production crew.
- Oversaw asset workflow from shoot through post-production to final delivery, including file naming, folder structure and archive organisation.
- Managed copyright tracking, usage rights and image clearances, ensuring assets were correctly versioned and delivered against client and channel specifications.

CORE COMPETENCIES

Creative Services Leadership	Cross Functional Stakeholder Management	Reporting & Forecasting
Campaign Workflow & Process Design	Freelancer Management	Delivery Management
Production Calendar Management	Brief Intake & Prioritisation	Supplier Management

TECHNICAL SKILLS

- Workflow & Resource Planning: Asana, Monday.com, Streamtime (advanced — workflow configuration, intake management, triage, prioritisation, capacity planning and delivery
- Financial & Commercial Management: NetSuite, budgeting, scoping, utilisation tracking, rate cards, margin and performance reporting
- Reporting & AI Tooling: AI-assisted reporting, capacity forecasting, workflow analysis and operational insight generation
- Creative & Production Tools: Figma, Adobe Creative Cloud (working knowledge), supporting design and production workflows
- Production & Rights Management: copyright tracking, usage rights, image clearances, file naming and archive conventions
- Communication & Operational Alignment: Slack, Google Workspace, stakeholder reporting, pipeline visibility and cross-functional collaboration

EDUCATION

Bachelor of Arts in Textile Design — Nottingham Trent University, Nottingham (2017)
Foundation Degree in Fashion Textiles — London College of Fashion, London (2015)