



Christopher Stickle

Senior Performance Creative | Casino & Gaming Specialist

Redhill, Surrey, RH1 6HG, United Kingdom

Portfolio: www.christopherstickle.myportfolio.com

e-mail: christopher.stickle@gmail.com

Mobile: + 44 7 414 622929

Professional Profile

Senior Performance Creative Lead with over a decade of specialized experience in the Casino and Gaming sector (Evoke/888, PokerStars, The Stars Group). Expert in bridging the gap between brand storytelling and performance marketing, delivering high-volume creative assets that drive acquisition, engagement, and retention. Proven track record in Creative Operations, utilizing Generative AI and Figma to build scalable production workflows for global markets. Collaborative leader skilled in translating GTM strategies into best-in-class creative execution for Sportsbook and Casino products.

Core Competencies

- » Industry Expertise: Casino, Sportsbook, iGaming, User Acquisition (UA), Retention Strategy.
- » Performance Marketing: Data-driven Creative, A/B Testing, ROAS Optimization, Segmentation.
- » Creative Operations: Workflow Automation, Generative AI (Gemini Pro, Midjourney/Firefly), Figma Systems, Agile/Jira.
- » Leadership: Team Mentoring, Agency Management, Stakeholder Management, Cross-functional Collaboration

Professional Experience

888AFRICA (EVOKE PLC) | Remote / London, Senior Creative Lead (Performance & Acquisition)

Oct 2024 – Present Leading creative production strategy for high-growth African markets, focusing on Casino and Sportsbook acquisition.

- » Creative Strategy: Own the end-to-end creative production strategy for acquisition and retention channels, ensuring assets meet strict performance KPIs and brand guidelines across multiple markets.
- » Operational Excellence: Operationalized design workflows by implementing scalable Figma systems and integrating Generative AI tools (Gemini Pro, Midjourney, Adobe Firefly), significantly reducing production time and enabling rapid creative iteration.
- » Performance Creative: Partner with Marketing and Strategy teams to translate GTM priorities into conversion-focused assets for Social, Web, and DOOH, driving engagement and player value.
- » Leadership: Direct internal design execution and mentor junior designers, overseeing QA/QC processes to ensure high-quality output under tight deadlines.

UNILEVER U-STUDIO (OLIVER AGENCY) | Hybrid / London, UK Lead Digital Designer

Jun 2019 – Jun 2024 Led integrated digital campaigns for major FMCG brands, utilizing data loyalty insights to drive commerce.

- » Award-Winning Performance: Team Winner – The Wires 2024, “Best Commerce Media Campaign” (Unilever UKI x Nectar360) and The Drum Marketing Awards 2022.
- » Commercial Impact: Led the creative execution for the “Persil Always-On” data-driven campaign, achieving a 4.9x ROAS and 5.3% conversion rate.
- » Acquisition Strategy: Designed dynamic creative assets targeting specific lifecycle stages, successfully driving 40% of conversions from New (19%) and Lapsed (21%) customers through granular segmentation.
- » Process Optimization: Served as the “Digital Mandatory” expert, transforming the team’s compliance pass rate from 0% to 90% through rigorous process optimization and training.
- » Scale: Managed a continuous 48-week campaign cycle, delivering refreshed creative assets every 6 weeks to maximize reach (2.68M unique users) and minimize ad fatigue.

THE STARS GROUP | London, UK Senior Digital Designer

Jun 2015 – Dec 2018 Managed global creative delivery for one of the world's largest online gaming companies.

- » **Global Scale:** Managed end-to-end creative delivery for global gaming campaigns across 30+ languages, ensuring brand consistency and localization accuracy for European, North American, and Asia-Pacific markets.
- » **Sports Partnerships:** Led the delivery of high-performance digital toolkits for major sports league partnerships including the NFL, NBA, UEFA Champions League, and La Liga.
- » **Brand Ambassadorship:** Served as Lead Designer for global campaigns featuring icons such as Cristiano Ronaldo, Neymar Jr, and Usain Bolt, driving brand affinity and acquisition.
- » **Operations:** Devised efficient design toolkits and automation templates to streamline production pipelines for high-volume regional rollouts.
- » **Management:** Deputized for Design Managers, overseeing quality control, offshore teams, and resource allocation for global release schedules.

POKERSTARS (AMAYA INC.) | London, UK Integrated Designer

Jan 2013 – May 2015 Delivered integrated campaigns for the world's largest online poker site.

- » **Event Marketing:** Led global campaigns for major live poker tours (European Poker Tour, PCA) and online tournaments, delivering assets across digital, print, and advertising channels.
- » **Workflow Efficiency:** Streamlined studio workflows and mentored junior team members on creative processes and brand guidelines.

Early career

- » **Senior Creative Designer** | Creative & Commercial (2011 – 2012)
- » **Graphic Designer** | SapientNitro (2011)
- » **Graphic Designer** | Ministry of Education (New Zealand) (2008 – 2011)

Education & Certifications

- » Interaction Design Foundation (UK, 2018)
- » Graduate Diploma in Graphic Design (VCD) | Massey University, New Zealand (2009)

Technical Proficiency

- » **Design:** Adobe Creative Suite (Ps, Id, Ai, Xd, Ae), Figma + FigJam.
 - » **AI & Tech:** Pencil, Adobe Firefly, Gemini, OpenAi, Runway, Celtra, Midjourney, DALL-E, .
 - » **Project Management:** Jira, Asana, Monday.com, Trello.
-