Nicky Bell to Lead Facebook Creative Shop

Agency veteran Nicky Bell is joining Facebook as vice president of Facebook Creative Shop, the social network's in-house creative strategy team.

Bell was most recently senior vp of global client partnerships at R/GA, serving in that role from August 2019 through July 2020 after joining the agency in August 2016 as senior vp and managing director.

At Facebook Creative Shop, which was formed in 2011, she will lead a global team of creative strategists across 39 offices, tasked with helping advertisers of all sizes and agencies develop their brand visions and hone their storytelling efforts across Facebook, Instagram, Messenger From Facebook, Oculus and WhatsApp.

Bell will be based in Los Angeles, where she will report directly to Carolyn Everson, vp of the global business group, and work closely with chief creative officer and vp of global business marketing Mark D'Arcy.

"Nicky Bell is a brand builder who has spent her career pushing the boundaries of digital innovation," Everson said in a statement. "The pandemic has forced every business—no matter the size—to reinvent how they reach customers in an online marketplace that is more crowded and competitive than ever. It requires decisive, creative and unconventional thinking, and that's what Nicky has always offered her clients."

Bell stepped into a newly created role at R/GA to cultivate collaboration across the agency's efforts in consulting,

digital products/services/experiences, marketing and its accelerator program.

She led the transformation of its Los Angeles office from a pure campaign offering to an R/GA Connected Brands practice by integrating visual, verbal, experience and behavioral brand design with connections strategy, media planning and business consulting.

Prior to R/GA, Bell spent more than six years as CEO of Saatchi & Saatchi New Zealand, leading a turnaround by implementing a new leadership style with a focus on inspiring and empowering staff and reestablishing C-suite-level partnerships with the agency's clients.

Before that, she was with Ogilvy & Mather for nearly 20 years, starting out as an account director/manager at its Sydney office before moving to New York and becoming senior partner and worldwide managing director.

"I've spent my career advocating for creativity and technology as key drivers of meaningful business growth," Bell said in a statement. "I look forward to working with this talented team to help businesses of all sizes around the world tell their stories, connect with people and use our platforms to grow."

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