

A snap shot of myself and a full picture of my career to date



INTRODUCTION

I'm an experienced and enthusiastic Creative Director from a traditional design and art direction background with over 18 years experience in the advertising and marketing industry.

I would describe myself as 'hands on' and very much part of the team in the way I set about getting things done. I enjoy motivating and leading teams to produce inspiring creative solutions for clients, whatever the industry touch point...above, below, through the line and purely digital.

Driving, producing and presenting creative solutions, seeing them go 'live' and getting results is what really drives me. I've been successfully doing this for a number of 'top ten' agencies and numerous blue chip clients, and major brands such as Mercedes Benz, Bentley, IBM, HSBC, UEFA, Sony and Shell, for quite some time and I still love it.

OVERVIEW

So to recap on my experience to date more fully, it covers DM, ORM, CRM, long lead campaigns, ATL campaigns, poster campaigns, special builds, POS, packaging design, web design and build, content management, development, viral marketing, rich media and on-line advertising campaigns.

I have worked on numerous blue chip global accounts and most industry sectors, including fashion, entertainment, sport, automotive, travel, banking and telecoms.

WORK HISTORY

Sept 2008 - Now Freelance Creative Direction

Working on various TTL branding and marketing projects, mostly directly with clients. The latest project being the design and marketing of a new range of soft drinks set to be launched later this summer.

2006 – Sept 2008 CD, Global Beach.

Clients include: Jaguar, Bentley, B&W, ITN & Center Parcs and Terrance Higgins Trust. Responsible for all creative produced in UK and US offices and presenting ongoing content ideas and new digital solutions to clients on both sides of the water. I was also charged with growing the agencies creative resource in order to extend its offering from specialist online, to a through the line capability. Creating a new Global Beach brand in order to reflect this new positioning.

2005 – 2006: CD, Ogilvy Dubai

Restructured the creative department, set up systems and sourced and hired creative teams.

The agency went on to win 2 major pitches. Clients Included: BAT, Amex, IBM, Volvo, Dove, Motorola, Castrol, Kraft, Maxwell House, Actifast, Panadol & MBC2 [UAE's biggest TV Station]

2002 – 2005: CD, RMG: Connect, partner agency to JWT

Mercedes-Benz, Shell, Ferrari, Ducati, Vodafone, HSBC, Environment Agency, B&Q, Cable & Wireless, Avis, BHB and DTC all of which required on line, off line and through the line creative solutions

2000 – 2002: CD, RMG part of Ogilvy & Mather

Akkaim Entertainment, Sainsbury's, Mercedes-Benz

1998 – 2000: CD, ROCQM partner agency to Ogilvy & Mather

Akkaim Entertainment, Mazda, Philips, IBM, SAP & Sainsbury's

1995 – 1998: CD, MCW, partner agency to Ogilvy & Mather.

IBM, Oracle, The FA, Plessey Engineering, Austin Reed

1987 – 1994: Senior Designer, Conran Design, Jenkins Group, Smith & Milton and Wolff- Ollins.

Working on various BTL accounts including Levi Strauss, BT, Sainsbury's, Sun Systems, Rimmel, Impulse and Pampers.

ABOUT ME

I have a healthy interest in 1940's architecture and product design, contemporary art, interior design, taking pictures, reading, and classic cars from the 1960's. I also do a bit of 'art' myself in the form of drawing or maybe better described as doodling! I have also spent a lot of time and a considerable amount of pain keeping myself fit by indulging in the 'art' of boxing training, I could have been a serious contender if it wasn't for my weak ribs and objection to being hit full in the face!

To view my web site - <http://www.ralphrobinson.net>