

> INTRODUCTION

I would describe myself as an experienced, enthusiastic, conceptual thinking creative director with over twenty years experience in the advertising, brand design and marketing industry. I have a hands-on approach to the job and have the ability to work both independently and most importantly as a team leader. I have the enthusiasm and experience to motivate and lead teams to deliver inspiring creative solutions that get results. I welcome and enjoy the challenge of pitching for new accounts, and have a good understanding and appreciation of what it takes to maintain and build on existing client relationships.

> OVERVIEW

My experience to date covers Direct Marketing, ORM, CRM, long lead programs, ATL brand campaigns, special builds, retail/POS, product and packaging design, web design and build, viral marketing and online advertising. I have worked on numerous blue chip global accounts and within most industry sectors including sports, automotive, travel, finance services and telecoms.

> WORK HISTORY

- Sept 2008 - Now: Creative Director: Freelance**
Working on the various brand projects, the latest being the brand design and marketing of a new range of soft drinks launched earlier this year. Prior to this I spent 13 months with G2 as a freelance CD, working between their London and Moscow offices. During this time I was actively involved in the creation, direction and activation of new product launches in established and key emerging markets. I also worked on the production of 2 internal brand launch videos.
- 2006 – 2008: Creative Director: Global Beach**
Clients included: Jaguar, Bentley, B&W, ITN, Center Parcs and Terrance Higgins Trust. Responsible for all creative produced from UK and US offices, presenting ongoing content ideas and new digital solutions to clients on both sides of the water. I was also charged with growing the agency's creative department 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: Creative Director: Ogilvy Dubai**
Restructured the creative department, set up systems and process and sourced and hired new creative talent. The agency went on to win two major pitches. Clients Included: BAT, Amex, IBM, Volvo, Dove, Motorola, Castrol, Kraft, Maxwell House, Actifast, Panadol & MBC2, (UAE's biggest TV station).
- 2002 – 2005: Creative Director: RMG: Connect, partner agency to JWT**
Clients included: 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: Creative Director: RMG part of Ogilvy & Mather**
Akklaim Entertainment, Sainsbury's, Mercedes-Benz.
- 1998 – 2000: Creative Director: ROCQM partner agency to Ogilvy & Mather**
Akklaim Entertainment, Mazda, Philips, IBM, SAP, Sainsbury's.
- 1995 – 1998: Creative Director: 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-Olins.**
Working on various BTL accounts including Levi Strauss, BT, Sainsbury's, Sun Systems, Rimmel, Impulse and Pampers.