

a bit about me...

I'm an accomplished hands on Creative and Marketing professional with over 20 years experience in the industry. With a very strong conceptual, Art Direction and digital skill set coupled with solid marketing strategies and the abilities to mentor juniors, recruit and build effective teams and manage studio workflow and processes. I love working in the creative environment and the process of 'building' something that both delights clients and helps them achieve their objectives.

I have experience in B2B and B2C marketing combining, digital campaigns, exhibition, conference, live events, print, video, animation, social media, creative direction and client pitches. Still handy with a pen, I'm very at home scamping concepts and using the latest creative suite to bring my ideas to life. I've helped build creative teams, managed studios and mentored juniors.

Now working freelance I have combined my skills as a creative, I am able to work from print to digital and from illustration to video. With a wide range of talents I now promote myself as a freelance creative.

Above all, a good sense of humour, drive and commitment.

Brand experience

Google, Adobe, Microsoft, O2, Dell, Epson, Canon, Oracle, Atos, Toshiba, Diageo, Pepsico, Walkers, Heinz, Lindt, Subway, Red Bull, Reading Football Club, Spurs, New Covent Garden Foods.

Creative Director

March 2020 to July 2022

Cloud Moves TV, Reading

- Leading the creative team in production of interactive videos for B2B tech clients
- Responsible for creative pitches and concepts to client
- Taking creative and producing storyboards and shot lists, directing videos remotely and on location
- Working on marketing strategies for digital and video with client
- Reporting direct to CEO with 5 direct reports
- Mentoring the younger team and dealing with freelancers
- Daily planning and scheduling of studio tasks and on-location shoots

Creative Director

August 2019 to March 2020

Quantum Marketing, Reading

- Brought on board to head up the latest acquisition of Google as Creative Team Lead
- Work closely with heads of departments, strategy and planning to create lead concepts
- Alongside Creative Strategy Director, and Head of Copy, meet and liaise with existing clients to refresh creative concepts
- Help build Quantum's digital marketing strategy
- Create high level concept sketches and pitches for Google & Adobe
- Work as a creative team of three reporting directly to CEO

Creative Director

November 2016 to August 2019

Learning Enterprises Organisation, Preston Crowmarsh

- Initialising and leading the creative of all marketing collateral, print, digital and video
- Creating marketing plans for international members, digital, print and social media
- Leading and managing a creative marketing team
- Planning effective global digitally focussed campaigns, microsites and mobile applications
- Restructuring and improving the entire marketing and creative wing of the company
- Functioning as part of the Executive Management Team reporting directly to the CEO
- Budgeting and presenting internally, negotiating and collaborating externally.
- Creative direction on video projects, assisting with filming and directing photoshoots
- Bringing a new sense of direction and motivation to the existing team

Creative Director

June 2015 to November 2016

Oculus, Integrated Marketing Communications, Reading

- Leading campaign led concept and creative across all media
- Inspiring and expanding the teams creative excellence
- Motivating and guiding all team members (creative, digital and account teams)
- Responsible for staff development, recruitment and training
- Restructured studio workflow, streamlined processes and efficiency
- Taking creative briefs from client, interpreting and communicating to team
- Leading brainstorms and collaborative creative sessions
- Maintaining high standards of creative work through guidance and process
- Functioning at non-executive director level
- Presenting internally to directors and externally to clients
- Managing budgets/profitability & timelines
- Leading & inspiring by example

Senior Creative

April 2013 to June 2015

Brew Agency, Marlow

- Fundamental in setting up the creative studio from inception
- Implementing studio creative standard & quality control
- Scheduling work across Digital/Creative/Copy and working to schedule
- Creating studio workflow and job management processes
- Creative lead on Toshiba, Microsoft and Epson accounts, digital, video and print
- Creative concepts to brief, scamps through to full visualisations
- Storyboarding promotional videos/animations
- Art direction of photo and videoshoots
- Managing the creative team & mentoring junior designers
- Interviewing and hiring new members of the creative team
- Overseeing video, Flash and animation projects
- Web design, & wireframes, overseeing management and development
- Attending regular management and scheduling meetings

Senior Creative

April 2011 to April 2013

The Marketing Practice, East Hendred

- Creative lead on digital and print campaigns for O2, Oracle, Cisco & Canon
- Creating concepts from brief for digital and print
- Assessing digital projects from wireframes to user experience
- Responsibility and management of outsourcing any digital work to third party suppliers and mentoring junior members of the creative team
- Attending client development meetings and helping to understand and expand on creative and digital briefs.
- Manage full service creative campaigns from concept through to delivery
- Programming in PHP/MYSQL, developing flash/jquery applications.
- Full site builds in HTML/CSS

Senior Designer

July 2010 to March 2011

Qwerty Ltd, Theale

Head of Design

August 2008 to November 2009

Cdiscount, Welwyn Garden City

Self Employed Freelance Web Developer & Graphic Designer

Sep 2004 to August 2008

Wallingford, Oxfordshire

Education & Qualifications

Cannons High School, Edgware, Middlesex: 1984 to 1988

Greenhill College, Harrow, Middlesex: 1988 to 1991

A-Level: Art, Drama & English Literature

CGSE: 5 passes incl. Maths & English

Also Completed:

Fifteen week course in HTML and website construction

Two-day course in advanced Dreamweaver

Hobbies & Interests

When I do have some time for myself I enjoy reading, selfishly almost totally science fiction. I also am very active in voice acting, collaborating on podcasts and producing my own audiobooks.

I'm known to collect comics when I can and have been interested in them since my youth, which lead me to design and produce my own small press publication many years ago. I also enjoy drawing and illustration and am currently experimenting with digital painting and sculpture.

Also, scuba diving, Karate, helicopter piloting, gliding, flower arranging and macramé, all whilst maintaining a good sense of humour.

References

Various people can be found to support my claims, and not all of them are friends and family. A range of recommendations can be supplied on demand.