

INTRODUCTION

I've had the joy of being a 'multi-disciplined creative' at specialist agencies creating integrated campaigns, tactical activations and content for some of the world's biggest brands.

Thriving on creating work that brings people together, united by the power of human connection. Harnessing creativity, technology, and culture to create connected brands that drive value for our clients and customers.

Working with brands within Experiential, Social, Brand Development, Activations, Trade and Shopper marketing. Experience within the Tech, Mobile, Auto, Sports, Fashion, Entertainment and any product launch from Cereal Biscuits to Blockchain.

What you will find with me is that I love to work across a wide variety of media, be it digital, social, shopper marketing, art directing photo shoots or experiential campaigns. I've done it all and love being able to work on a range of projects.

Recently I have created innovative pitch experiences (collaboration experiments using digital, AI and social first activations) to target gamers to get involved and build brand awareness for NIKE up-cycle events and teaching advertisers new ways to use TikTok in collaboration with do-gooders.

KEY SKILLS

- I'm an ideas tank. Creating strategic concepts. Big thoughts that are translatable into activations
- Ready for a challenge. At any time. I can jump into new projects with initiative and drive
- Team leader. Clear creative vision. Whilst remaining open to the ideas of others and mentoring the team
- Get the job done. Not afraid to roll-up my sleeves. Design, write, doodle and production problem solving
- Communication is key. Confident and engaging presenter. Who can both sell and explain ideas
- Always researching. A passion for trends, innovation and technology. Creating look books and testings
- Networking. Confident, playful and sociable. Attending industry events and meeting relevant influencers

EXPERIENCE

CREATIVE DIRECTOR

LONG / SHORT CONTRACTS

2015 - PRESENT

Transforms brands into integrated experiences via creative strategy, innovative digital content, digital & print branding for live events, retail experiences and social first campaigns. Evolving customers on a natural journey and becoming the future of your brand story by challenging them to get involved.

LIMIN Restaurant with a Caribbean twist. Re branding, interior designing and Social media experiences.

CHEERFUL 21 Creatively led concepts to completion for the team and clients for Google FMO: Hybrid experience, Brussels. Extreme Network: 3 Day Tech Event, Berlin. Samsung TV: Cannes Trade Pop Up.

160/90 DP World Golf Tour: Advertising strategy, Social media, PR stunts, re-inventing Hospitality experiences and Live events. Glenfiddich Whiskey: Time Series product launch, creating a sensory experience for VIPs (drones included) to AI activations for retail windows and product displays.

CSM AXA/LFC: Art direction, storyboarded, typography, editing pre-filmed and production of social videos. Alipay: UEFA sponsors for a hybrid fan experience in lock-down. Created and restyled the football tunnel into an interactive experience for players and fans to connect and TV studio for hybrid presentations.

LIVELY Polkadot Web3, World Economic Forum, Davos: Retail / Brand exposure pop-up experience and storyboarding ideas for digital content for interactive displays units within the build.

WONDERLAND Treatwell: Ideation, art direction of pitch presentation for a Pop-up Experience to drive awareness and drive footfall to stores. Part of the team working on pitches for Twitter and Fashion brands.

SMYLE Samsung Galaxy: Closed NDA product launch and product testing for press.

SPACE Wimbledon and Häagen-Dazs: Competitive challenges for social tennis fans and tennis player.

AMV BBDO MoneySuperMarket.com, Facebook and Martini: Experiential and social first campaigns.

TCC O2 Retail: In-store marketing and driving footfall for product launches for iPhones, Samsung and Sony.

BECAUSE XM BMW and Boursin: VR Pop up experiences to drive product and sampling awareness.

GEORGE P JOHNSON CREATIVE DIRECTOR FULL-TIME 2011 - 2015

Audi, BMW, Cisco Live!, Huawei, MINI, Samsung Galaxy and Rolls-Royce.

Senior content creative on ideas and pitches for live events and experiences, digital and print, physical experience, scenography, graphics and branding across all events. Art directing presentations, creative content for pitch wins and first stage design lead of concepts, mood boards, visuals, sketches to creative directing 2D, CAD composites, external resources and prototypes to cross functional collaborators for production of live builds and experiences.

ELVIS COMMUNICATIONS ASSOCIATE CREATIVE DIRECTOR FULL-TIME 2010 - 2011

HTC Singapore HQ.

After the pitch win I became brand guardian for all retail activations for HTC. I led the creative process end-to-end from the clients briefing, conceptual ideation, visualisation and creative development of all experiential retail activations. Creatively managed two creative teams and four designers to produce customer journey tool kits of HTC smart-phone product launches and events.

CHEIL WORLDWIDE ASSOCIATE CREATIVE DIRECTOR FULL-TIME 2006 - 2010

Samsung EMEA UK.

Key Product Campaigns for Ultra Touch, Gala, Genio, LED TV, DSLR Camera and CSR Pink Ribbon. Hands-on creative teamed with a copywriter. From client product workshops to planning briefing, Creating and presenting concepts for global ATL and BTL 360 campaigns for all Samsung products. Design director and brand guardian for ten designers to inspire and supporting them with motivational and development feedback. Product show casing and art directing photographers. Bookings of Art Directors to create campaigns and liaising with external agency's to produce full campaign roll outs.

INDUSTRY ACHIEVEMENTS

AWARDS AND PUBLICATIONS

Wimbledon and Häagen-Dazs Campaign – The FAB Awards: Winner, Most Effective Integrated Campaign. Boursin, VR Sampling Experience (3 Awards) – UK Event Award: Best Use of Event Technology; Masters of Marketing Award in the Events and Experiential category; Dadi Awards: Best Use of VR. Cisco Live! Event London (4 Awards) – AEO Awards: Best use of Social Media; C&IT Awards: Excellence Award for Best Global Congress; European Best Event Awards and Best European Conference. NHS, Community Health Clinics (Lambeth) Campaign – HRH Awards: Best Survival Clinic UK. GO Mobile, Re-brand Identity – Design Week Awards: Best Telecoms Brand. Barb Wire, Packaging Design – Design Week Awards: Best Retail Video. HYBRID Wide Angle, Branding Design – Visual Creativity: Album Cover Design.

PITCH WINS

BMW, BP, Frijj, GO, Hi-Tec, HTC, London Zoo, LV=, MINI, Mondelēz, MTS, NHS, Samsung and Total.

PERSONAL

QUALIFICATIONS

Kingston University: BA Hons in Graphic Design.

Farnborough Tech College: ND in Graphic Design, Advertising & Marketing and Business Studies.

Bracknell College: Diploma in Art & Design, Advertising & Marketing and Finance.

TECHNOLOGY AND TRAINING

Expert in Adobe Creative Suite. Director for social apps and 3D craft. Google, Keynote, Microsoft and Miro. To enhance my digital intuition and professional potential I take part in regular courses and workshops at 180 The Strand, D&AD, Future Learn, General Assembly, Tate Community, The School of UX and UAL.

HOBBIES

Up cycling and Mud larking: B*DAZZLED - Transforming unwanted things into jewellery and sculptures. Volunteering: Thames 21 and Sustainability leader to improve and maintain London's Communities & Parks. Highland Hiking, Scuba Diving, Skiing, Skipper Sailing, SUP, Triathlons and Baking the Best Apple Crumble.