

## INTRODUCTION

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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. Experienced within the Tech, Mobile, Auto, Sports, Fashion, Entertainment and any product launch from Cereal Biscuits to Block chain.

Thriving on creating work that brings people together, united by the power of human connection. Harnessing creativity and technology to amplify your brands culture that drives value for their clients and customers.

What you will find with me is that I love to work with brands and bring to life the best TTL activation that targets their tribe via digital innovations, live events and pop-up, gamification and social first trends and experiential and retail marketing. I've done it all and able to work on a range of projects at one time.

I'm now creating innovative solutions for sustainability (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 at major events globally.

## 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

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<b>FREELANCE</b>	<b>CREATIVE DIRECTOR</b>	<b>2015 - PRESENT</b>
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**HEY HUMAN** London Essence and Shoot Fruit: Brand activations ideas from pop up's to retail experiences.

**ENERGY** Won Aston Martin Vanquish: Test drive experience for 100 VIPs. Creatively led pitches for BURGER KING ATL, ROSA BLANCA 360 brand launch and LAMBORGHINI / SKODA / VW ID. BUZZ pop up experiences. Innovative and trends specialist for interactive events and creatively managed OOH activations for Oreo and Rolls Royce. Skyline Projections: Harrods and Taco Bell. Projections: Grind. Murals: Hennessy. Set up the creative department on 'MONDAYS' for internal and production management.

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

**160/90** DP World Golf Tour: Advertising strategy, Social first storyboard concepts, PR stunts, re-inventing hospitality touch points and golf activations. 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, storyboard, 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 live presentations.

**LIVELY** Polkadot Web3, WEF, Davos: Brand exposure by creating retail pop-up experience. Interactive screens with digital content for retail displays to connect people and explain the content of the brand.

**WONDERLAND** Treatwell: Ideation, creative direction of pitch presentation for a Live Events and Pop-ups to drive awareness and drive sales. Part of the team working on pitches for fashion brands and twitter.

**SMYLE** Samsung Galaxy / Closed NDA product Event: Pitch win by creating interactive product experiences.

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

**TCC** O2 Retail: iPhones, Samsung and Sony: Enhance product key features with interactive touch points.

**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. Master minding digital interactive experiences, smart graphics, branding and scenography across all events. Design directing presentations, creative content for pitch wins and first stage design lead of concepts, mood boards, visuals, sketches to creative directing 2D, 3D CAD composites, external resources and prototypes (mobile apps to interactive video content) to cross functional collaborators for production of these live builds

**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, events and retail.

**CHEIL WORLDWIDE****CREATIVE DESIGN DIRECTOR / FULL-TIME****2006 - 2010**

Samsung EMEA UK. Ultra Touch, Gala, Genio, LED TV, DSLR Camera and CSR Pink Ribbon.

Hands-on senior creative teamed with a copywriter. Product workshops, creative planning and briefing. Creating campaigns, storyboards and presentations to connect people with the key features of the products. Presenting all concepts for global ATL and BTL 360 campaigns to the board. Crafting mobile events with innovative video content. Retail touch points and marketing solutions that drive footfall with interactive experiences supported with tool kits and staff incentives. Brand guardian for ten designers to inspire and supporting them with motivational and development feedback. Bookings of film directors and photographers.

## INDUSTRY ACHIEVEMENTS

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**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**

ASTON MARTIN, BMW, BP, Friji, GO Mobile, Hi-Tec, HTC, London Zoo, Liverpool Victoria, MINI, Mondelēz, MTS, NHS, Samsung, Total and VW.

## PERSONAL

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**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. Presenting Google, Keynote, Microsoft. Creative Process Mondays & 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.