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Employment History

Drum (Omnicom)

*Creative Director
May 2014 - Present*

“The Drum: Content Agency Of The Year 2015”

Idea Generation, Creative Direction & Implementation of multi-platform projects from pitch thru production to distribution.

Campaign strategy, planning and brief generation.

Pitching to client, account management and new business. Collaboration with Production department on budget & resource management.

Structuring, Recruitment & Management of In-House Creative Team (Designers, Developers & Creatives) & freelance roster.

Being part of Omnicom, I work very closely with the Media Teams and have an advanced understanding of media planning, targeting etc.

Clients: Hewlett Packard, Mondelez, Sony Mobile, Sony Playstation, Canon, Sainsbury's, BHF, MacMillan, UKTV, Boots No7, Waitrose, O2, Wonga, Cadbury, Pepsi, Estee Lauder, Carte Noir, McDonalds, RNLI.

Projects: TV & Print, Online AV Content, AFP, Media Partnerships (Print, Radio, TV) Contextual Advertising Campaigns, Social Media (Planned & Reactive Strategy, Design & Amplification), IP Generation, Campaign Strategy, Brand Strategy, Digital Display Creative, Digital Creative.

Highlights: I've created media firsts for Mondelez, driven the social content for McDonald's breaking engagement rates along the way, shifted brand perception (and laptops) with a innovative Youtube series for Hewlett Packard and won The Drum: Content Agency Of The Year 2015 amongst other accolades. However my principal highlight is a recent groundbreaking collaboration with LadBible for RNLI.

Drum (Omnicom)

*Content Developer
September 2011 – May 2014*

Idea Generation, Creation & Implementation of multi-platform projects.

Pitching to client & account management. Collaboration with Production department in budget & resource management.

Highlights: Launch of “The Fox Problem Powered By HP” Multi-Platform Content Format for Hewlett Packard including regular live show on YouTube. Received over 1 million views in 6 weeks, trending on Twitter & extensive press coverage.

Troika LA

*Freelance Copywriter / Creative
April 2012 - Present*

Design & Brand agency servicing US TV Broadcast Networks

Clients: FX, Disney, The CW, WEtv, A&E

Projects: Campaign Idea Generation, Brand Strategy, Creative Consultation & Copywriting

Highlights: Rebrand and launch campaign for Youth TV Network The CW

Devilfish

*Creative Director
August 2004 - September 2011*

Recruited a multiplatform Creative Team & freelance roster. Creative Direction, Brand Positioning and Strategy, 360 degree Campaign Strategy, Creation and implementation, New Business Development Client Pitches and Account Handling. Production budget & resource management.

Clients: Schwarzkopf, Berry Brothers & Rudd, CBS, Discovery Channel, Nat Geo, Sky, MTV, FX, Channel 5, Nickelodeon, CNN, Esure, Sony Music & Polydor Records. HBO, Showtime.

Projects: TV & Print Campaigns. TV Promos (clip based & originated) Social Media, Online Content, Brand Strategy, Brand Design. Digital Platforms,

Highlights: Created the world’s first Augmented Reality Music Video for Sony Music. Nominated for UKMVA. Won LIA. Received extensive press coverage. Part of a Canne Lion Award winning team & recipient of D&AD Pencil

BBC Broadcast, ITV, Sky, Nickelodeon

*Freelance Creative
Sept 2002 - August 2004*

Idea Generation, Copywriting, Producing, Directing. Pitching to client. Production Budget & Resource Management.

Projects: Program Launch Campaigns, Press Launches, Business Development
Worked directly with Production Companies, Commissioning Editors and Marketing Directors

Turner Classic Movies

*Creative Manager
March 2000 – September 2002*

Recruited & managed a creative services team of 20 across 4 multi-lingual movie channels including Creatives, Designers, Editors & Production Managers plus freelance roster. Worked closely with programming & marketing teams in defining briefs & developing promo campaigns (clip based & originated), brand campaigns, sales reels etc. Wrote, Produced and Directed several documentary series.

Paramount Comedy

*Senior Producer
July 1999 – March 2000*

Recruited & managed a Creative Services team of 12 including Creatives, Editors, Designers & Production Managers overseeing all promotional output both on & off air. Worked closely with programming & marketing teams in defining briefs & developing promo campaigns (clip based & originated), brand campaigns, sales reels etc. Wrote, Produced & Directed launch campaigns, marketing reels.

Channel 5

*Promo Creative
October 1996– July1999*

Wrote, Produced & Directed On & Off Air campaigns for the high profile launch of the UK's last terrestrial channel. Worked closely with programming & marketing teams in developing promo campaigns, sales reels etc. Wrote, produced & directed promo campaigns (clip based & originated)

Received Promax Europe "Best Newcomer Award". On Air Campaign for "Xena" covered in Loaded Magazine (a big deal at the time!)

Awards & Additional Accomplishments

More than 40 awards including Promax Gold (UK, Europe & World), LIA, BTAA, D&AD, Cannes Lions & The Drum Content Agency Of The Year.

Judge of D&AD and Promax, awards as well as being a speaker at several Promax conferences and OneDotZero: Adventures In Motion

Education
Solent University

HND Design Communications
1991 – 1993

Interests

In 2014 my Wife & I launched a menswear company named Penny Dreadful Menswear (HouseOfDreadful.com). Together we design and manufacture underwear and accessories for men. Our range is ethically produced and where-ever possible manufactured in the UK. I create, produce and maintain all photography, content and the website myself.

I have also written a number of blogs for UKTV's Dave, RockFeedback and FilmandFurniture.co.uk