

MATT COLE Creative / Strategy / Leadership

MattGCole.com. Matt_Cole1@Mac.com. +52 55 3102 5369 / +44 77 497 803 399

Overview

With 2 decades of leadership in Creative, Media and production agencies I have built a unique blend of strategic & creative expertise. I'm driven by the passion for leveraging data & tech to tell vital, human, relevant and insightful stories for brands. I've worked with some of the world's biggest brands and am proud to be a 3 time Cannes Award Winner

Core Skills

Highly experienced, conceptual thinker & engaging storyteller. I have built multiple creative teams who have praised my inspirational and nurturing management style. I'm passionate about data and insight driven ideas designed to advance client's business objectives.

Employment History

Freelance: Creative Director & Strategist 2021 to Present

Since December 2021 I have been providing Freelance Creative and Strategic solutions to agencies and brands including Imax, Rascal, Digital Mill & MedicAid Films.

Cry Havoc: Creative Director & Strategist 2020 - 2021

As member of the leadership team my responsibilities included:

Creative Direction & Strategy for clients from challenger to globally recognised brands.

Recruitment, management, direction & development of Creative, Production & Strategy Teams.

Oversight of multi-platform campaign work, social content and mass asset creation from strategy through to delivery.

Defining operation processes.

New business development & pitch leadership.

Client management up to C-Suite.

Building out the agency's channel, brand and creative strategy offering.

Clients included: Pepsi, PZ, Homebase & Distell

MediaMonks Creative Director & Strategist
(Curtailed due to the pandemic)

2019 - 2020

As a member of the leadership team my responsibilities included:

Defining and building the Data Driven Content offering alongside the MD, New Business, & Production heads.

Recruitment, management, development and directing a team of multi-skilled creatives, designers, developers and strategists based in Hilversum & Latin America.

Oversight of global, multi-platform campaign work, social content, branding and mass asset creation from strategy through to delivery.

Devising global operation processes.

Resource and budget management.

New Business development and global pitch work.

Internal & external stakeholder management upto C-suite level. running global pitches & delivering campaigns designed to be fit for format and perfected for platform.

Projects included:

A highly successful brand campaign for Apple LATAM. The

successful brand relaunch of American Apparel.

Workshopping, strategising and creating a dynamic design system allowing the in-house content team at Expedia to produce personalised, Digital Display ads.

Clients also included: Hewlett Packard, Google, Netflix, L'Óreal, Havaianas,

TCEG / The Moment ECD & Strategist

2017 - 2019

As ECD and member of the leadership team my responsibilities were:

Management of creative, strategy, production & development teams delivering 360 campaigns according to client's KPIs for both internal and consumer facing comms.

Creative, channel & brand strategy leadership

Resource and budget management.

New Business development and global pitch work.

Clients also included: Apple, Carnival Cruises, HSBC Novartis, Roche, Nissan and BBC.

Drum PHD Creative Director & Strategist

2011 – 2017

“The Drum: Content Agency Of The Year”

Creative Direction & Strategy for global brands including 360 degree campaigns, content, social media creative PR, & Brand & channel strategy.

New Business development & strategy.

Pitch leadership

Recruitment, development, management & direction of 16 strong, multi-skilled Cannes Award winning team, from strategy & briefing through conceptualisation & pitching to production & distribution of integrated campaigns, commercial partnerships and branded content.

Internal & External Stakeholder management upto C-Suite level. New Business development.

Defining operational processes.

Clients Included: Age UK, Macmillan Cancer Support, RNLI, Hewlett Packard, Mondelez, Sony Playstation, Canon, Sainsbury's, BHF, MacMillan, Waitrose, O2, Estee Lauder, McDonalds, Hasbro & Lego.

Troika LA Freelance

2012 - 2017

Design & Brand agency servicing US TV Broadcast Networks.

I delivered brand strategy & creative for clients including FX, Disney, The CW, WEtv, A&E

Devilfish Creative Director & Strategist

2004 - 2011

Built from scratch a multiplatform Creative Team & freelance roster.

Was responsible for Creative Direction, Brand Strategy, 360 degree Campaign Strategy, New Business Development, Pitch Management and Stakeholder Management to C-Suite level.

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

Created the world's first Augmented Reality Music Video for Sony Music which was Nominated for a UKMVA, Won an LIA and received extensive press coverage.

Further projects won a Cannes Lion & several D&AD Pencils

Awards & Additional Accomplishments

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

Judge of D&AD and a speaker at several industry conferences

Education

Solent University HND Design Communications

Interests & Side Hustles

I'm art director for acclaimed Indian musician and LGBTQ Activist Reeta Loi, designing & producing her brand identity, Album Cover Artwork & Music Videos

I launched a menswear company named Penny Dreadful Menswear, designing and manufacturing underwear and accessories for men. The range was ethically produced and manufactured in the UK. I created all photography, content and the website myself.

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

I also enjoy using Ableton to make electronic music and completed an online course in (a very very small part) of Quantum Physics

I'm currently writing a novel and learning to cook authentic Mexican food with my wife as my harshest critic!

Further Skills

I am adept at Adobe Photoshop, Premier Plus, & Ableton Digital Audio Workstation.