

MATT COLE

Creative / Strategy / Leadership

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Overview

With 2 decades of leadership in Creative, Media, Production and Experiential 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

Strata: Executive Creative Director 2024 to Present

In my 2 years at Strata as ECD I have been responsible for bringing in new business worth £25 million a year with a pitch hit rate of around 95% including RFPs for brands such as BYD, Chery Group (Omoda, Jaecoo, Chery) Apple and Freshfields.

I have transformed the agency from a purely production and logistic led approach into a strategic and campaign concept focus leading to an expansion in services, capabilities and revenue.

I have introduced AI workflows from generative imagery and video for concepting through to roll out. AI adoption has resulted in significant savings in time & outgoings, enabling the creative team to realise concepts that would otherwise be beyond client's budgetary restrictions.

Clients include global brands across Pharma, Auto and Tech including Vauxhall, Jeep, Alfa Romeo, Citroen, Volvo, Polestar, Allergan, Abbvie and Apple.

Proper Good Films: Creative Director 2023 to Present

Overseeing strategic and creative output across all film and campaign work plus scriptwriting and concepting for clients including Shelter and Cure Parkinsons.

Freelance: Creative Director & Strategist

2020 to 2023

Providing Freelance Creative and Strategic solutions to agencies and brands including Imax, Rascal, Digital Mill & MedicAid Films.

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, HSBC, 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

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

Further Skills

I am adept at Adobe Firefly, Photoshop, Premier Pro, & Ableton Digital Audio Workstation. I also have advanced AI prompting skills across generative image, copy & deep research.