

PROFILE

For the past year or so, I've led the creative department at purpose agency Revolt, in my role as Executive Creative Director.

Prior to that, I was a Creative Lead at Google Creative Lab.

And before that, I spent ten years working as a creative in advertising agencies across the globe.

Throughout my career I've built up a wide skill-set, including strategy, copywriting, art direction, creative direction, UX development and design, as well as leadership skills and a fundamental understanding of marketing departments.

EXPERIENCE

Revolt London February 2022 – April 2023
Executive Creative Director Clients: Heinz, ABInBev, Mars, Merrell, L'Oreal

For the first four years of its existence, Revolt was primarily a purpose consultancy. In year 5, I was brought in as their first ECD to strengthen the creative output, and to build the creative department.

Overseeing work across all clients, I took specific responsibility for the creative output on Heinz, Merrell, and ABInBev. The work ranged from developing global purpose platforms, to creating earned media moments, to more traditional comms campaigns.

As my first experience as an ECD, I learnt a huge amount – from setting out a vision and direction for a department and agency, to taking the lead role in recruitment, to analysing processes and initiating alternative ways of working that foster more collaboration between departments.

Google Creative Lab, London June 2014 – April 2021
Creative Lead

My role at Google was multi-faceted.

Firstly I led projects generated within Google Creative Lab, London. The Lab is a small and ever-evolving team of designers, writers, creative technologists, animators, motion designers, editors, and producers, who solve problems through creativity. That could be internally *for* Google, or externally *through* Google. Creative Lab works on projects for all parts of the company, ranging from product innovation to comms marketing to branding and identity. And instead of necessarily waiting for a 'brief' to land on the table, we proactively looked at what the company and the world needed, and came up with projects to best answer those needs. My role was to help initiate and lead all aspects of the projects, and take personal responsibility for strategy, narrative, ideation, and execution. Highlights include Inside Abbey Road, Google SOS Alerts, and Waymo 360.

Secondly, I was a creative consultant for UK Marketing, and in that role I creatively oversaw specific marketing projects for them. I led all of Google UK's communications around a range of projects, from the launch of Google Home and Google Home Mini, to campaigns for the Google App, Google Assistant, and Google Search, to a co-marketing project with Netflix and Chromebook. In this role I worked very closely with Google's roster of advertising agencies, as well as key stakeholders in Google UK Marketing.

Finally, for a number of years I provided consultancy to all EMEA markets as a member of a 'creative council' called Round Table. This was a twice weekly forum for EMEA marketers to bring their projects to, and receive advice from core members of EMEA marketing.

PROFILE

EDUCATION

2001 – 2002: West Herts College, UK
Professional Diploma in Advertising

1998 – 2001: Manchester University, UK
English and American Literature, BA – 1st Class

1992 – 1997: Sherborne School for Boys, UK
A-Levels in English Literature, Art & Art History,
French

RECOGNITION

D&AD

1 yellow pencil
17 other pencils

CANNES

4 silver lions
5 bronze lions

WEBBYS

5 webbys
2 nominations

FWA

1 site of the month
1 cutting edge award
2 site of the day

BRITISH ARROWS

3 silver
1 bronze

EPICA

1 grand prix
1 gold, silver, bronze

ONE SHOW

1 silver
3 bronze

ART DIRECTORS CLUB NY

ADC Young Gun 2008
1 silver
1 bronze

CLIOS

8 bronze

YOUNG GUN AWARDS

1 gold
2 silver
5 bronze

EXPERIENCE

180, Amsterdam

July 2012 – June 2014

Creative Director

Clients: PlayStation, Qatar Airways

In this role I led the PlayStation account for the EMEA region. It involved creative directing eight creative teams, and working on over twenty briefs per year to develop pan-European multi-media work. We launched the PS4 in the face of stiff competition from the launch of Microsoft's Xbox One, but the PS4 became the fastest selling console in history, and achieved a sales ratio in some regions of 3:1 over the Xbox One. Our PS4 launch platform of 'This is for the Players' was adopted as the brand platform throughout all of PlayStation's products.

I also helped 180 win the pitch for Qatar Airways, initially on a project basis with their sponsorship of FC Barcelona. This resulted in the most shared film on FC Barcelona's website ever, and led to a consolidation of the entirety of their business into 180.

Y&R, New York

September 2009 – June 2012

Creative Director

Clients: Virgin Atlantic, Airwalk, New York Post, Land Rover

I worked as a creative director on projects for various clients, as well as leading the Virgin Atlantic account for the US. I was heavily involved in the internship program there, developing young talent and creative-directing projects for them. During my time at Y&R, it was the most awarded American agency at Cannes (2010), my Airwalk project won a D&AD pencil and a Webby amongst other awards, and my New York Post project was placed in the permanent collection of MOMA New York.

DDB, London

January 2004 – September 2009

Copywriter

Clients: VW, Marmite, Harvey Nichols, The Guardian, Philips

I secured a place at DDB London after a 7-month internship, and went on to work there for over 5 years. I created work for clients across their entire portfolio that picked up awards at every international awards show. I was voted as one of the top 50 young creatives in the world by the Art Directors Club of New York, helped DDB London top the Gunn Report (most awarded agency in the world), had my Marmite campaign voted as one of the Press Campaigns of the Decade by Campaign magazine, and won enough awards at YoungGuns International Awards to be the 6th most awarded creative in their 10 year history.

OTHER NOTABLE EXPERIENCE

Peckham Platform

October 2016 – July 2020

Member of Board of Trustees

Peckham Platform is a creative and educational charity based in Peckham, South London. It brings local communities together with leading artists to co-produce meaningful art. I was a member of the Board of Trustees for Peckham Platform for nearly four years, during which time I helped steer the charity as it negotiated the transition from its old premises to (hopefully) a new and larger gallery space. This was my first experience being a trustee.