



A Senior Creative from the Midlands with over a decade of experience leading creative and conceptual output for national and international brands.

Writer, strategist and occasional art director delivering big concepts and leading teams and workflows to turn them into TTL creative.

**STORY GROUP CREATIVE HEAD**

SEPTEMBER 2021 -- PRESENT

**KEY RESPONSIBILITIES**

- Leading the agencies creative and conceptual output, working across a wide range of B2B and B2C clients.
- Managing and developing a team of multi-disciplinary creatives.
- Building trusting working relationships with clients at senior levels, regularly inputting on long term marketing and comms plans.
- Working with designers, illustrators, animators and filmmakers to achieve the best outcome.
- Leading and managing teams and workflows.

**KEY ACHIEVEMENTS**

Successfully launched Macmillan's 2023 Coffee Morning fundraising campaign, producing over 300 individual assets.

Helped unlock \$18M in investment and generated partnerships with Dr Martens and Jaguar Land Rover for sustainable textiles manufacturer, Eleather.

8 pitch wins over two years, contributing almost half operating revenue during this period.

**MCCANN CENTRAL CREATIVE LEAD/COPYWRITER**

JUNE 2016 – OCTOBER 2021

**KEY RESPONSIBILITIES**

- Leading the creative on several of the agency's largest accounts, working on emerging technology, brand creation and activation.
- Leading a large team of designers, illustrators and editors, as well as working with both external and in-house pre and post-production teams.
- Looking after new talent and maintaining a relationship with local universities, setting live briefs and mentoring students.
- Fast-turnaround conceptual direction.
- Leading new business pitches, both with concept and design and craft.

**KEY ACHIEVEMENTS**

Led 15 pitch wins over 3 years, for over £11m in revenue. Awarded Best Creative in a global TikTok creative competition, competing against over 70 agencies worldwide.

Chosen to represent McCANN Worldgroup in a workshop with Coca-Cola in Cairo, Egypt. Working with both creatives from around the world and senior clients, our team presented to the senior brand team at Coca-Cola and we were highly praised for our input.

**REES BRADLEY HEPBURN COPYWRITER**

NOVEMBER 2014 – JUNE 2016

**ITG COPYWRITER**

DECEMBER 2012 – AUGUST 2014

**SKILLS**

Ideation

Copywriting

Art Direction

Storytelling

Strategy

Brand Development

Editing

Direction

Team Management

Collaboration

Presenting