

Senior Integrated Art Director/Creative Director: I am a highly conceptual creative, originating ideas for many multinational clients.

I am experienced in overseeing, motivating and guiding teams in multi-platform marketing coms.

A self-motivated, 360 media creative.

Key strengths : Significant client facing experience, always ready to roll my sleeves up.

Adobe suite: Photoshop, Illustrator, InDesign. Online, Offline and anyline in-between. Drop me a line: 07775910478.

"Phil is a fantastic visual thinker. He was bought in to manage and run a creative hub dedicated to a major M&C Saatchi/LIDA client - NatWest."

An incredibly motivated, pro-active, hands-on senior creative who not only delivered strong concepts but nurtured them with great craft. He also has some wondrous Northern charm and wit to boot." Tim Styles, Facebook Global Creative Lead, NY.

Contract: 2018-20 Senior creative for SBA (Society of Botanical Artists)

www.soc-botanical-artists.org

Developing new and fresh look and feel with a new logo, online, press, posters, DM and brochure solutions.

Freelance: Senior Art Director: March 2010-Present:

McCann Birmingham: HSBC UK, Insurance (integrated)

TMW Unlimited: HSBC (email/DM).

Mullen Lowe: Unilever, Sure, Flora, Cif (integrated).

Fox Parrack Singapore: Cisco, Lexis Nexis, Canon, Seagate (integrated).

Stack: Peugeot, Chiltern Railways, The Scotsman relaunch (integrated).

Bigdog: BarclayCard Fuel+, EON & Aircraft Charter Services (Pitch Win).

HiveB2B: Bayer Pharmaceuticals (integrated) , Oak telecommunications (integrated)

TBWA/ and TBWA/PW: Sandoz pitch win*, Abilify Maintena, Four Seasons Resorts.

KEKO: Bentley Cars; Mulsanne, Continental and Bentley SUV launch (Integrated campaigns).

Ogilvy Healthworld: Glaxo, Arzerra launch.

MBA: Novotel, Mercure Hotels (integrated promotional campaigns).

OgilvyOne: BlackRock online, DM & Press, BT Infinity (DM), Holiday Inn (Press), Barclays Wealth & Asset Management (Press).

RSCG EURO: Jaguar (global digital & social network). Unilever Clear Shampoo (global digital & experiential)

Kitcatt Nohr Digitas: NSPCC and RNIB (DM)

Ogilvy Action: Unilever Dove, Johnsons Glade (Integrated campaigns).

Wand Agency: Full-time Senior Art Director: September 2007 - March 2010:

As part of a senior creative team we reenergised this DM based agency. Galvernising online and print solutions for JP Morgan, Macdonald Hotels, Schroders, Bensons for Beds, N & P Building Society, Ladbroke's and NHS innovation.

Freelance: Senior Art Director: June 2005 - March 2007:

Iris: Sony Ericsson (online & DM), T-Mobile, O2.

Saatchi & Saatchi X: Microsoft, Toyota, Visa, P & G Pampers, Fairy Liquid.

LIDA/M&C Saatchi: RBS, NatWest, Vodafone (Group head. Improve creative standards).

MRM Worldwide: Microsoft, Sky TV, Magnum Ice Creams.

JWT: HSBC (online/dm/advertising)

Engine: BMW, Privilege Insurance, B&Q Finance

VCCP Me: More Than, London Life, ebookers (gold caples and precision marketing awards).

Senior King Communications: Full-time Creative Director: September 1994 - June 2005:

This integrated agency was where I was responsible for the smooth running of the creative department and promoted to Creative Director.

The department consisted of 4 creative teams and production staff as well as an artwork team.

TTL, press, posters, TV. The agency won many awards including Eurobests, SIMTIGs and B2B. I was responsible for the recruitment and tutelage of the department where I would liaise with senior management and be present at client presentations.

Clients: Fred. Olsen Cruises*, Littlewoods Pools*, Butlins*, Historic Royal Palaces, Ford Trucks*, Yorkshire Tourist Board, Indian Tourist Board, Spreadex Betting*, Luton Airport*, National Film Theatre, Warner Holidays, Orient Express, Euro Tunnel, Hilton Hotels. * Pitch wins.

FCB: Full-time Art Director: July 1991 - September 1994:

Above the line advertising agency covering FMCG, IT and travel accounts. Clients: HP Foods, Lea & Perrins, L'Oreal, Lotus Software, Fujitsu, Siemens, London Underground, Golden Wonder Foods, Bass, LWT, Nestle: Chambourcy, Burton's Biscuits, London Docklands Development.

Lotus software campaign won an IPA effectiveness Gold

Gold and Bronze radio broadcasting awards for LWT.

University of Central Lancashire: BA (Hons) Graphic Design and Advertising. Won Student D&AD and Press awards.

Awards:

Caples Gold - ebookers 2008, Precision Marketing Gold - 2007, CIMTIG Gold - ebookers 2006, Eurobest: Silver - Pescatori 2004.

CIMTIG Gold - Euro Tunnel 2002, B2B Gold - Ford Trucks 2000, IPA Gold - Lotus Software 1994.

Radio Broadcast Awards - Gold and Bronze, JWT: KitKat 'AndyCapp' TV Cannes and Campaign Winner.