



Neil Williams
Creative Director
neilwilliams.org

Profile

With more than 20 years' experience, Neil has created successful multi-platform campaigns for some of the world's leading brands. From rebranding airlines to producing one of the UK's most successful Drink Drive campaigns, receiving global recognition and many international awards.

He believes in the fight. Keeping things simple. Being an example. Integrity. Craft. Continually learning. A healthy amount of chaos. And remembering to always be yourself.

Skills

Creative Strategy

Brand strategy, supporting and leading new business development.

Management

Experience at providing creative leadership and managing cross-functional creative departments in deadline driven environments.

Professional Experience

**July 2015 —
Present**

Associate Creative Director (caretaker CD)
Breakthrough Media, UK

Clients:
Home Office and various NGO's

Responsible for quality and impact of all 'positive social change' campaigns, ensuring the highest creative standard is met across a variety of communication channels. Serves on leadership team with operational accountabilities, that includes. coordinating and reviewing briefs and team structure, strategic insight and creative inspiration, and ensuring deadlines and budgets are met.

Professional Experience Continued

**March 2014 —
June 2015?**

Creative Director/Head of Copy
M&C Saatchi, UAE

Clients:

Etihad Airways, Senaat Holdings, ImageNation,
TWOFOUR54

Brand guardian on Etihad Airways account, creating and delivering large-scale projects across multiple channels. Managed a multi-disciplined team, consisting of copywriters, art directors, designers and digital production. Established direction for all projects produced for agency's key clients, as well supporting the agency's new business efforts.

Successfully launched the global re-brand of Etihad Airways, and developed the "The New Wings of Europe" campaign for Air Serbia. Also secured new pitch wins for Hamdan International Photography Awards and TWOFOUR54.

**March 2012 —
December 2013**

Creative Director/Head of Copy
Saatchi & Saatchi, Dubai

Clients:

Pampers, Mall of the Emirates, Arla Foods, ADCB Bank, Sharp Electronics, FlyDubai

Led all creative efforts from concept through to completion on key accounts managing creative department and design studio. Oversaw all aspects of projects, ensuring creative solutions are beautiful, original and strategically sound. Also orchestrated the mentoring and career development of creative teams.

Launched several new product ranges for Arla Foods in the region. Also handled P&G's Pampers brand in several markets, and helped the agency win a Gold and 3 silvers at the Dubai Lynx awards.

**November 2011 —
March 2012**

Creative Consultant
JWT, Dubai

Clients:

Nike, Ikea, HSBC Bank

Freelanced as lead creative on several important projects, including Nike, HSBC and IKEA pitch.

Launched 'Run 5am' for Nike - The first regional specific campaign, and launched HSBC's first retail banking sale in the UAE.

**February 2011 —
October 2011**

Creative Director
Expression, Dubai

Clients:

World Press Freedom, Unilever, Dubai Chamber of Commerce, Jumeirah Group

Responsible for managing a creative department and studio of 15, overseeing the entire creative output including graphic design, packaging, traditional advertising and activation projects.

Won several pitches for new government initiatives, including Dubai Chamber of Commerce.

**August 2010 —
February 2011**

Creative Consultant
Ogilvy and Tonic, Dubai

Clients:

British American Tobacco, Kraft, FlyDubai

Rebranded Rothman cigarettes for British American Tobacco in several key markets in the Middle East and Africa. Developed a brand campaign for Kraft's Tang brand. He also helped establish FlyDubai as the leading low cost airline in the Middle East.

Professional Experience Continued

**October 2008 —
August 2010**

Head of Copy

The Brand Union, Dubai

Clients:

Burj Khalifer, Al Hilal Bank, Limitless, Dubai Group, Saraya, Sorouh, Tatweer, Sharjah International Book Fair

Provided the link between strategic planners and designers, to develop strategic platforms and take them through into original designs for corporate brochures, interior design, brand engagement, as well as product design, naming projects and traditional advertising.

Instrumental in launch of the Burj Khalifer (brand story is a design feature of the interior space as part of the customer journey). Launched Al Hilal Bank - one of the fastest growing banks in the UAE.

**November 07 —
August 08**

Creative Consultant

Orange Peel

Clients:

M&C Saatchi (UK), Ogilvy Healthworld (UK), Mortimer Whittaker O'Sullivan (UK), Euro RSCG Life (UK), The Gate Worldwide (UK), Big Al's Advertising Emporium (UK), Triad Advertising (Sri Lanka)

Developed national campaign for retail giant PC World for M&C Saatchi London, and launched a new national television channel in Sri Lanka.

**May 05 —
October 07**

Group Head/Senior Copywriter

Souk, London

Clients:

Cosmos Holidays, Thorntons Chocolates, Hebridean Cruises, Radisson Edwardian Hotel, May Fair Hotel, Continental Airlines, Flybe, Jersey Tourist Board, Grove Fresh, Tesco

Responsible for establishing direction for most of the agency's key accounts and coordinating their production.

Instrumental in several new business wins, as well as managing the day to day work flow for a small team of four creatives in the group.

**November 07 —
August 08**

Senior Copywriter

EURO RSCG, London

Clients:

Peugeot, Cadbury, Airbus, Alberto Culver, Abbey National, BACCS-Direct Debit, Jacobs, COI, Greater London Authority, COOP, Evian, Citroen

Part of lead creative team handling the agency's two car accounts (Citroen and Peugeot), as well other accounts including Airbus, Cadbury, Evian and Alberta Culver.

Developed successful campaign for Cadbury's Boost and created a successful tongue-in-cheek global campaign for Alberta Culver's VO5 brand.

**April 01 —
July 01**

Creative Consultant

Mother/Ondigital, London

Clients:

Ondigital launch

Freelanced as in-house creative at Ondigital, liaising with creative agency Mother to develop collateral materials for the launch of the brand campaign featuring 'Monkey & Al'.

**June 00 —
March 01**

Senior Copywriter

DDB Needham, Sydney

Clients:

Daily/Sunday Telegraph, McDonalds, Hasbro Toys, St. George Bank, Microsoft, Bayer, Austar Television, EPA

Was lead creative on agency's flagship McDonald's account and acted as brand guardian for Daily/Sunday Telegraph account. Also helped the agency to become Agency of the Year.

Professional Experience Continued

**November 99 —
April 00**

Senior Copywriter
Lowe Lintas, London

Clients:
Johnson & Johnson, Nestle, Bachelor's Foods

After the merger with Lowe Howard Spink, continued to create successful campaigns for many of the existing Lintas clients before moving to Sydney.

**June 97 —
November 99**

Middleweight Copywriter
Ammirati Puris Lintas

Clients:
MontBlanc, NatWest Bank, BBC, Nestle,
Elida Faberge, Bachelor's Foods, Rover Cars, MG,
Action on Addiction

Worked on several Key agency accounts, including Rover, Natwest and Nestle. Was responsible for new business wins, such as the BBC and luxury brand Mont Blanc.

Created the controversial poster for Action on Addiction, and developed the award-winning campaign "Quality Moments" for Rowntrees Quality Street.

**October 90 —
June 97**

Copywriter
DMB&B

Clients
TSB Bank, Hovis, Meat & Livestock Commission,
British Midland, Tetley Tea, COI, Mars, Burger King,
Philips, Dept. of Employment

Began career under the guidance of Tony Brignull, which in his first year saw him gain something of a reputation for being able to crack the difficult briefs. He helped take the agency to top of the Business Performance League after winning 12 out of 13 pitches worth £55 million.

Made one of the most successful and starkest Drink Dive campaigns ever seen on UK TV. Also gave Jason Statham his first starring role in front of the camera.

Education & Associations

Barking College of Technology
— Advertising & Graphics Diploma.
City & Guilds Communication Diploma
D&AD
Creative Circle
RAB

Written articles in publications such as Campaign Magazine.

Awards

Cannes Lion
British Television Advertising Award
Campaign Poster Award
London Advertising Award
Art Director's Club of New York
Graphis Poster Award
Graphis Design Award
Dubai Lynx

Personal

Neil enjoys running (he has run The London Marathon and several half marathons). He paints and draws a little and also dives. He has also for some time now been trying to learn to play the guitar, badly mostly. But in the words of Dirty Harry "A man's gotta know his limitations".