



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 most successful Drink Drive campaigns of all time, 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 creative lead on new business.

Management

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

Professional Experience

**Feb 2019 —
Present**

Freelance Senior Creative McCann Central, UK

Clients:

Lotus, Triumph, Vauxhall Cars, Sunseeker Yachts, Monitor Audio

Creative lead on new business pitch wins for Lotus Cars, Triumph Motorcycles and luxury brand, Monitor Audio. Also senior creative on the agency's other key accounts including Vauxhall Cars and Sunseeker Yachts.

**July 2017 —
Jan 2019**

Creative Director TMP, UK

Clients:

Amazon, Microsoft, Oracle, O2, Salesforce, GenPact, DXC, SAS, Sage

Responsible for strategic creative solutions for key accounts, and managing 20 cross-functional creatives in UK, Seattle and Munich offices. His roles also included leading overall design, creative and strategic direction across web, print, branding, and video disciplines, mentoring/attracting/retaining creative talent, member on OPs Board, and new business creative lead.

Professional Experience Continued

**July 2015 —
Feb 2017**

Associate Creative Director/caretaker CD
Breakthrough Media, UK

Clients:

Home Office and various NGO's

Managed 15 cross-functional creatives, which included working closely with digital and film production teams. Spearheaded creative direction, innovative design, and was responsible for all 'positive social change' campaigns, ensuring the highest creative standard. Served on agency's leadership and international OPs teams, with operational duties. He also won the agency's first Cannes Lion.

**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, delivering large-scale projects across multiple channels. Managed a multi-disciplined team of copywriters, art directors, designers and digital production. Established direction for key clients, as well supporting the agency's new business efforts.

Launched global re-brand of Etihad Airways, and developed the "The New Wings of Europe" campaign for Air Serbia. Secured 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 on key accounts, managing creative department and design studio. Oversaw all aspects of projects, ensuring creative solutions are beautiful, original and strategically brilliant. Orchestrated 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

Freelance 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 (later Geometry), Dubai

Clients:

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

Responsible for managing creative department and studio of 15, overseeing 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 —

Creative Consultant
Ogilvy and Tonic, Dubai

Clients:

British American Tobacco, Kraft, FlyDubai

Helped rebrand Rothman for British American Tobacco in several key markets in the Middle East and Africa. Developed a brand campaign for Kraft's Tang brand. 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 collateral, interior design, brand engagement, as well as product design, naming projects and traditional advertising.

Instrumental in launch of the Burj Khalifer, also launched and established Al Hilal Bank as the fastest growing bank 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 the agency's key accounts. Instrumental in several new business wins (Thorntons, Cosmos and Grove Fresh), as well as helping with managing the day to day work flow for a small team of creatives in the department.

**July 01 —
May 05**

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.

**June 00 —
March 01**

Senior Copywriter

DDB Needham, Sydney

Clients:

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

Lead creative on agency's flagship McDonald's account, and acted as brand guardian for Daily/Sunday Telegraph account. 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 key agency accounts, including Rover Cars, Natwest Bank and Nestle. Responsible for several new business wins, including 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. In his first year gain a reputation for cracking tough briefs. Helped take the agency to top of the Business Performance League after winning 12 out of 13 pitches worth £55 million. At his time at the agency, made one of the most successful and starkest Drink Dive campaigns ever seen on UK TV. He also gave Jason Statham his first starring role in a comercial.

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 (bronze)
BTA Award
Campaign Poster Award
London Advertising Award
Art Director's Club of New York
Graphis Design Annual (silver)
Graphis Poster Annual (merit)
Graphis Design Annual (merit)
Graphis Design Annual (merit)
Graphis Design Annual (silver)
Dubai Lynx (silver & bronze)
Creative Review (in book)

Personal

Neil enjoys running (he has run The London Marathon and several half marathons). He paints and draws a little, he has also started to write children's books.