



**Neil Williams**

Creative Director/Senior Copywriter  
neilwilliams.org

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## Profile

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With over 20 years' experience as a Creative Director, Head of Copy and creative, I have created successful campaigns for some of the world's leading brands.

From re-branding airlines and tackling terrorism; to reigniting a British motor racing icon and producing one of the most successful Drink Drive campaigns of all time, I have received global recognition and many international awards along the way.

I believe in the fight, keeping things simple, being an inspiration, integrity, the importance of craft, continually learning, a healthy amount of chaos, and always being yourself.

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## Skills

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### Creative Disciplines

- 360 integrated creative work
- B2B
- Design and branding
- Strategic problem solver
- Innovative and on-strategy copy, art direction and digital experiences

### Management Disciplines

- Management of cross-functional departments
- International experience
- Resource and recruitment management
- New business leadership
- Team builder & fostering best possible creative environment
- Persuasive presenter

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## Professional Experience

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**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 (including the launch of new electric Hypercar - Evija), Triumph Motorcycles and the luxury audio brand Monitor Audio. Senior creative on other key accounts 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 pushing strategic creative solutions for key B2B accounts, and managing 20 cross-functional creatives in UK, Seattle and Munich offices. Roles included leading overall design, creative and strategic direction across web, print, branding, and video disciplines, mentoring, attracting and retaining creative talent, serving as management team member and new business creative lead.

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## Professional Experience Continued

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**July 2015 —  
Feb 2017**

**Associate Creative Director/caretaker CD**  
Breakthrough Media, UK

**Clients:**

Home Office and various NGO's

Managed 15 cross-functional creatives, including working closely with digital and film production teams. Spearheaded creative direction, innovative design and copy, and was responsible for all 'positive social change' campaigns, ensuring the highest creative standard. Served as a management team member with operational duties. Helped agency win its first ever Cannes Lion.

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**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 as 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.

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**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 international markets, and helped the agency win a Gold and three silvers at the Dubai Lynx awards.

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

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**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.

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**August 2010 —**

**Creative Consultant**  
Ogilvy and Tonic, Dubai

**Clients:**

British American Tobacco, Kraft, FlyDubai

Re-branded Rothmans for British American Tobacco in several key markets in the Middle East and Africa. Developed a brand campaign for Kraft's Tang brand and helped establish FlyDubai as the leading low cost airline in the Middle East.

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## Professional Experience Continued

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**October 2008 —  
August 2010**

**Head of Copy**

The Brand Union, Dubai

**Clients:**

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

Developed the link between planners and designers to develop strategic platforms and original designs for corporate collateral, interior design, brand engagement, as well as product design, naming projects and traditional advertising.

Launched the Burj Khalifa - the world's tallest building and established Al Hilal Bank as the fastest-growing bank in the UAE.

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**November 07 —  
August 08**

**Freelance Creative Consultant**

Various agencies

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

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**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 including Thorntons, Cosmos holidays and Grove Fresh. Managed day-to-day work flow for a small team of creatives.

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**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 global campaign for Alberta Culver's VO5 brand.

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**April 01 —  
July 01**

**Creative Consultant**

Mother/Ondigital, London

**Clients:**

Ondigital launch

Freelanced as in-house creative at Ondigital, working with creative agency Mother to develop collateral materials for the launch of the brand campaign.

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**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 the lead creative on the agency's flagship McDonald's account, and brand guardian for Daily/Sunday Telegraph account. Helped the agency to become Agency of the Year.

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## Professional Experience Continued

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**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.

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**June 97 —  
November 99**

**Middleweight Copywriter**  
Ammirati Puris Lintas, London

**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.

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**October 90 —  
June 97**

**Copywriter**  
DMB&B, London

**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 the first year I gained a reputation for cracking tough briefs. Helped take the agency to top of the Business Performance League winning 12 out of 13 pitches worth £55 million. At this time, made one of the most successful and starkest Drink Dive campaigns ever seen on UK TV.

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## Education & Associations

- Advertising & Graphics Diploma
- City & Guilds Communication Diploma

- D&AD
- Creative Circle
- RAB

Written articles in publications such as Campaign Magazine.

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## Awards

- Cannes Lion (bronze)
- BTA Award
- Campaign Poster Award (silver)
- London Advertising Award (Bronze)
- Art Director's Club of New York
- Graphis Design Annual - print poster (silver)
- Graphis Poster Annual - social & political Annual (merit)
- Graphis Design Annual - print brochures (merit)
- Graphis Design Annual - print websites (merit)
- Graphis Design Annual (silver)
- AWWWARDS (nominee)
- Dubai Lynx (silver)
- Dubai Lynx (bronze)
- Creative Review (in book)

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## Personal

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I enjoy running having completed the London Marathon and several half marathons). I paint and draw a little, and have started to write children's books in my spare time which I hope to get published.