

NEIL WILLIAMS
Creative Director/Writer



<http://neilwilliams.org>
hello@neilwilliams.org
+44 (0)7908931201

Profile:

Award-winning Creative Director and writer, with over 20 years experience, developing multi-platform campaigns for some of the world's leading brands. A creatively driven, strategic thinker who passionately believes in engaging with audiences, being a positive influence, and the commercial power of creativity.

Creative disciplines:

- Principal Design, Art and Copy Direction
- Multi-channel experience, including social, influencer, digital, TV, print, OOH, and experiential
- Multi-discipline experience, including: branding and campaign development for B2B and B2C clients, and strategic social change campaigns for the UK Govt
- International experience (Australia and UAE)

Management disciplines:

- Effectively managed 4 cross-functional creative departments
- Improved creative processes to raise creative standards
- Improved recruitment management to build a diverse talented staff
- Able to build strong cross department and client relationships
- Built inspiring creative agency cultures and environments
- Persuasive presenter

Client expertise:

- FMCG - P&G, Arla, Kraft, Tesco, Cadbury, Evian, Alberta Culver, McDonalds, Nestle, IKEA, Hovis, Thorntons, Rowntrees,
- B2B - Amazon, O2, Microsoft, Salesforce, GenPact, DXC, SAS, Sage
- Public Sector - UK Government, Dubai Government
- Automotive - Lotus, Fiat, Citroen, Peugeot, Triumph Motorcycles
- Banking - Santander, Natwest, Al Hilal, HSBC, ADBC, St. George
- Luxury - Sunseeker Yachts, Monitor Audio, Mall of the Emirates, Jumeirah Group, Radisson Edwardian, Mont Blanc, Burj Khalifer

Experience:

Creative Director/Writer

Freelance - Various

2021 - Present

- Providing creative support to a selection of agencies on an ad-hoc basis. Including McCann, Rooster Punk, Earnest, and Turrell Rossi
- Actively manage a 3000 LinkedIn network, writing thought-pieces and contributing to social and industry-wide debates
- Maintaining a position as the Top 3 copywriter on Creativepool

Creative Director/Writer

Freelance - McCann - UK

2019 - 2021

- Successfully pitched for and launched Lotus Evija and Emira cars
- Wrote Lotus global brand manifesto and Vision/Mission statement
- Secured pitch wins - Triumph Motorcycles and Monitor Audio
- Delivered high-level creative for Vauxhall Cars and Sunseeker Yachts

Creative Director

The Marketing Practice - UK

2017 - 2019

- Managed a cross-functional team of 18 creatives in UK, Seattle and Munich, providing clear design, copy and content guidance
- Raised revenue and creative standards, cultivated collaborative environment and championed career growth
- Restructured Creative Department for more team-directed work
- Landed O2 Business account delivering £42m in the pipeline

Associate and Creative Director

Breakthrough Media - UK

2015 - 2017

- Effectively managed team of 15 cross-functional creatives
- Created campaigns including influencer-led, social, digital and experiential campaigns, to drive 'social change'
- Ensured the highest creative standards across all media disciplines
- Won the agency's first Cannes Lion

Head of Copy and Creative Director

M&C Saatchi - Dubai

2014 - 2015

- Launched global re-brand of Etihad Airways, delivering large-scale projects across social, digital, TV, print and OOH
- Managed a multi-disciplined team of copywriters, art directors, and designers

Head of Copy and Caretaker Creative Director

Saatchi & Saatchi - Dubai

2012 - 2014

- Managed a 16-strong creative and design studio
- Launched several new product ranges for Arla Foods in the region
- Managed creative output for P&G's Pampers in UAE and Singapore
- Oversaw the creative department winning gold and three silvers at Dubai Lynx Awards

Freelance Creative

Consultant JWT - Dubai

2011 - 2012

- Lead creative on several key projects, including Nike, HSBC and IKEA
- Launched 'Run 5am' for Nike, their first regional specific campaign
- Launched HSBC's first retail banking sale in the UAE

Head of Copy

Brand Union - Dubai

2008 - 2010

- Established working structure for planning and creative departments
- Launched the Burj Khalifa - the world's tallest building
- Established Al Hilal Bank as the fastest-growing bank in the UAE

Other notable roles:

Mother/ONDigital - Freelance Creative, DDB Sydney - Senior Copywriter, APL - Senior Copywriter, LOWE - Senior Copywriter, DMB&B - Copywriter, Gravity Global - Creative Lead, VMLY&R UAE - Creative Director

Personal Awards & Achievements:

Cannes Lion

British Arrows

Campaign Poster Award

LIA

Art Director's Club of New York

Graphis

AWWWARDS

Dubai Lynx

Design Week

Creative Review

Ranked Top 3 Copywriter (Creativepool 2022)