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**Neil Williams**  
**Creative Director/Writer**

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**Performance-driven, award-winning professional with global experience managing creative departments and executing multi-platform campaigns for some of the world's leading brands.**

Proven expertise in leading and mentoring teams, integrating innovative thinking and perspective, and ensuring focused and efficient campaign delivery. Instrumental in shaping compelling work that aligns with both business and creative objectives. A persuasive presenter who can deliver creative excellence and build collaborative relationships.

**Career Highlights**

- Created one of the UK's most successful Drink Drive campaigns.
- Told the story of the world's tallest building.
- Tackled International and Domestic Terrorism.
- Reignited an iconic British Sports Car brand.
- Helped one agency win 'Agency of the Year'.

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**Skills**

- Creative Direction and Strategy.
- Pitching and Execution.
- Decisive Leadership.
- Building key client relationships.
- Brand and campaign development.
- Insight and Clarity.
- Team building and mentoring.
- Developing creative processes that foster communication, collaboration and on-strategy results.

**Experience**

**Creative Director**

**Freelance - UK**

2019 - Present

Provide creative and strategic support to McCann, Rooster Punk, Earnest, Digita Health, and Turrell Rossi. Author of Lotus Cars' global brand manifesto and vision/mission statement, while offering top-tier creative solutions for Vauxhall Cars and Sunseeker Yachts.

- Consistently retained Top 3 copywriter ranking on Creativpool (2022).
- Gained pitch wins for Lotus Cars, Triumph Motorcycles and Monitor Audio.
- Successfully launched Lotus Evija and Emira marks.
- Maintained 3000 LinkedIn network, creating articles and participating in social/industry-wide debates.

**Creative Director**

**The Marketing Practice - UK**

2017 - 2019

Delivered leadership to a team of 18 creatives across the UK, Seattle, and Munich with clear design, copy, and content direction. Revamped Creative Department and integrated a team-directed approach aimed at improving productivity.

- Increased revenue and creative standards, while fostering a cooperative and inclusive environment.
- Secured 02 Business account generating £42M in the pipeline, elevating it from 7<sup>th</sup> to 2<sup>nd</sup> place in brand perception.

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## Experience

### Associate and Creative Director

#### Breathrough Media - London

2015 - 2017

Directed and supervised a team of 15 cross-functional creatives for performance excellence. Developed initiatives, comprising influencer-led, social, digital, and experiential campaigns to drive 'social change'.

- Created 'Educate Against Hate', a national online portal for safeguarding young people from terrorist and extremist influence.
- Secured agency's first Cannes Lion

### Head of Copy and Creative Director

#### M&C Saatchi - Dubai

2014 - 2015

Led Etihad Airways' brand relaunch and oversaw massive-scale projects in social, digital, TV, print, and OOH. Mentored a team of copywriters, art directors, and designers to accomplish business and creative objectives.

- Won and launched twofour54, media free zone.
- Launched Hamdan International Photography Award (HIPA).

### Head of Copy and CT Creative Director

#### Saatchi & Saatchi - Dubai

2012 - 2014

Steered a team of 16 creative and design studios and creatively managed P&G's Pampers brand across UAE and Singapore. Led all aspects of complex creative initiatives to drive the success of marketing campaigns.

- Successfully introduced multiple new product ranges for Arla Foods in the region.
- Coordinated and directed the creative department in winning gold and three silver awards at Dubai Lynx Awards.

## Additional Experience

Creative Lead – Gravity Global, London, Creative Director – VMLY&R, UAE  
Freelance Creative – JWT, UAE, Head of Copy – The Brand Union, UAE,  
Freelance Creative – Mother/OnDigital, London, Senior Copywriter – DDB, Sydney,  
Senior Copywriter – APL, London, Senior Copywriter – LOWE, London  
Senior Copywriter – Havas, London, Copywriter – DMB&B, London

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## Client Expertise

FMCG - Nike, P&G, Arla, Kraft, Tesco, Cadbury, Danone, Alberta Culver, McDonald's, Nestle, IKEA, Hovis, Thorntons, Rowntrees, Burger King, Reckitt Benckiser, COOP, Unilever

Healthcare - Locobase, Nurofen, Nicorette, Alcon

B2B - Amazon, O2, Microsoft, Salesforce, GenPact, DXC, SAS, Sage

Public Sector - UK, Australian and Dubai Governments, Transport for London

Automotive - Lotus, Fiat, Citroen, Peugeot, Triumph Motorcycles, Vauxhall Cars, Bentley

Banking/Finance - Santander, Natwest, Al Hilal, HSBC, ADBC, St. George, Cahoot, PagoFX, BACS

Luxury - Sunseeker Yachts, Monitor Audio, Mall of the Emirates, Jumeirah Group, Mont Blanc, Burj Khalifa

Travel & Leisure - Etihad Airways, Flydubai, British Midland, Continental Airlines, Airbus, Cosmos Holidays, Travelodge, Haven, Radisson Edwardian, SeaFrance

Broadcast - BBC, Sky

Telcoms - Vodafone, Nokia, O2

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## Education

Advertising and Graphics Diploma (Distinction)  
Barking College of Technology- UK

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Barking College of Technology- UK

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## Awards and Achievements

Cannes Lion  
British Arrows  
Campaign Poster  
LIA  
Art Director's Club of New York  
Graphis  
AWWARDS  
Dubai Lynx  
Design Week  
Creative Review  
Serbian Festival of Creativity & Communications

Ranked World's Top 3 Copywriter (CreativePool 2022)

## Testimonials

*"What a great guy to bounce ideas around with. What a brilliant way of answering that brief. What a different way of thinking about an audience. And what a lovely turn of phrase to use when talking to them. What a gent. What a loss. What a shame. What do I do now?"*

**Paul Baker - Executive Creative Director**  
**The Marketing Practice**

*"Great member of the creative department, would highly recommend him, can write copy until his hands bleed and then some. Great thinker, great under pressure, thoroughly recommend you work with Neil."*

**Barry Brand - CEO + Founder**  
**Yellow Global**

*"Neil Williams is a talented Head of Copy. He has many strengths, including creating big brand idea/concepts, crafting emotive brand stories that flow effortlessly and leading the development and ideation of advertising campaigns. As a senior manager at The Brand Union, Middle East, he has been a continual source of inspiration to the team with his wry sense of humour and built-in positivity. A natural presenter and storyteller, Neil is a great client-facing guy and clients love him. Neil is a thoroughly decent person who won't let you down and a creative without 'the attitude' that so often comes with such talents. I would relish the opportunity of working with Neil in the future."*

**Iain Webster - Executive Director**  
**Interbrand**