

# Nick Carter

Name: Nick Carter

Occupation: Copywriter / Creative Director

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## Relevant

- Skills:
- Original and innovative big ideas
  - Excellent 360° thinker
  - Strategic, creative and commercially minded
  - A strong verbal and written communicator
  - Guardian of large, multi-million pound accounts
  - Delivered significant business growth
  - Defined and built loved consumer brands
  - Led, managed and inspired creative teams

## EXPERIENCE OVERVIEW:

Hello. I am an award-winning, conceptual copywriter with 30 years experience in leading London and regional advertising agencies. During this time, I've worked on 360-degree campaigns across multiple channels: digital, print, CRM, TV, OOH, radio, outdoor, brand activation, PR and social.

The past 12 years, while freelancing, has given me the opportunity to write for an incredible amount of accounts in a variety of sectors. These include: Vodafone, GlaxoSmithKline, Dove, Aer Lingus, Anchor, Unilever, Qatar Airways, Dulux, Fiat, Audi, Kingfisher Lager, Npower, Aldi, Ladbroke's and Rowntree's.

Working all over London, as well as around the world, I have a broad knowledge and diverse skill set. Building my own international client list in Dubai, Qatar, Germany, Italy and Jamaica has expanded my knowledge of working on a global level.

## EXPERIENCE:

### 2017 – Freelance Creative Team

All sectors including FMCG, Automotive, Alcohol, Financial, Healthcare, B2B and IT. All media: ATL, Social Media, Experiential, Editorial content, Shopper marketing. Agencies include:

BBH	Leo Burnett	FP7 DXB Dubai	Grey Healthcare
The Marketing Store	VCCP	Momentum Mena Dubai	Wyatt International
R/GA London	Krow	Grey Dusseldorf	WAA/Chosen
McCann (Lon, Manc, Brist, Bham)	Cheetham Bell JWT	Iris	The Social Partners
Sapient	Forever Beta	Founded	KHWS
Ogilvy	TBWA/London	Publicis Healthcare	Mr.President

### 2016 – 2017 Big Communications – Senior Copywriter/ Creative Group Head

Creative Group Head on Princes, Dominos, Merrydown Cider, Aqua Pura, Birmingham Uni, Blockbuster.

### 2015 – 2016 Rees Bradley Hepburn – Senior Copywriter/ Creative Group Head

Working on ATL and digital/social media campaigns for Landrover, Screwfix, Eveden, Church End Brewery and Highcross.

### 2014 – 2015 Freelance Copywriter

Achievements include the 'Save a Species' campaign for Kew Gardens. Playing a vital role in the Vodafone business mobile pitch win. Adidas Christmas promotion and the London Zoo 'Adopt An Animal' Christmas campaign.

### 2009 – 2014 Robson Brown – Copywriter

I produced award-winning campaigns for Dreams, Flymo, Chester Zoo and Malmaison. I was integral in the £3M Manchester Arndale account win and I helped increased Dalton Park's revenue by 46%.

### 2005 – 2009 Freelance Copywriter

Agencies include Saatchi & Saatchi, WCRS, Publicis, TBWA. I created ads for the award-winning Army account and helped write the new brand platform for the £4M Velvet tissue pitch win. I also worked on the BMW, Mini, Martini, Kingsmill and McVitie accounts.

### 2005 – 2005 Travelled through Australia, Thailand, Nepal and India

### 2001 – 2005 Poulter Partners – Copywriter

I wrote campaigns for Britvic, British Glass, Hartleys, Kumala and Pentel. I also named and helped launch J2O.

### 1999 – 2001 McCann – Copywriter

I helped launch the direct side of Bradford and Bingley mortgages. I also created direct mail for Next, the Bank of Scotland and Peugeot.

## REFERENCE:

Frances Draskau, Group Creative Director, The&Partnership London. Phone: 0207 4628500

Chris Felstead, Creative Director, The Gate, London. Phone: 0207 9273555

# Steve Williams

Name:	Steve Williams
Occupation:	Art Director / Creative Director
Email:	steve@nickandsteve.com
Website:	evenstick.com
Mobile:	0772 084 5686
Education:	2.1 Honours Degree in Advertising & Graphic Design, Buckinghamshire College/Brunel University
Relevant Skills:	<ul style="list-style-type: none"><li>- Adobe CC Photoshop, Illustrator &amp; InDesign, Procreate, GoogleSlides, PowerPoint, KeyNote</li><li>- Visualizing/storyboarding</li><li>- 360° thinker</li><li>- Client-facing experience</li><li>- Creative direction</li><li>- Creatively running pieces of business ranging from the multi-million to much more nimble accounts</li><li>- Working to international agencies / clients</li></ul>

## EXPERIENCE OVERVIEW:

Before making the conscious decision to freelance as a career path, I was at Big Communications for over a year, initially appointed as Senior Art Director, before being promoted to Creative Group Head within a month. I contributed to the successful acquisition of 4 out of 5 pitches within the first 3 months. Prior to this, I enjoyed a fruitful 2-year freelance period, mainly at Lowe, amongst other London-based Integrated, Digital and ATL agencies. This was after leaving Hooper Galton, where I spent 3 very enjoyable years as a full-time Creative Director / Senior Art Director. I spent my formative years, 8 to be precise, at TBWA\ London where I became a Creative Director; overseeing The Sun newspaper and Seeds of Change organic sauces accounts. During my time here, I gained valuable client-facing experience, along with learning to manage the delicate dispositions of the more junior creative teams. Besides receiving creative accolades for the aforementioned brands, I also won numerous awards for a long list of other blue chip clients.

## EXPERIENCE:

### 2012 – Freelance Creative Team

All sectors including FMCG, Automotive, Alcohol, Financial, Healthcare, B2B and IT. All media: ATL, Social Media, Experiential, Editorial content, Shopper marketing. Agencies include:

BBH	Leo Burnett	FP7 DXB Dubai	Grey Healthcare
The Marketing Store	VCCP	Momentum Mena Dubai	Wyatt International
R/GA London	Krow	Grey Dusseldorf	WAA/Chosen
McCann (Lon, Manc, Brist, Bham)	Cheetham Bell JWT	Iris	The Social Partners
Sapient	Forever Beta	Founded	KHWS
Ogilvy	TBWA/London	Publicis Healthcare	Mr.President

### 2011 – 2012 Big Communications, Leicester – CREATIVE GROUP HEAD / SENIOR ART DIRECTOR

- 2011 Appointed Creative Group Head – Blockbuster, Princes, Woodland Trust, Birmingham City University, Dominos, Graham plumbers merchant, Merrydown Cider, Targus

### 2009 – 2011 FREELANCE ART DIRECTOR

LOWE (worldwide) – freelance from March 2010 – Jan 2011

BMB, VCCP, JWT (Digital) Saatchi & Saatchi X (Shopper Marketing), Momentum UK (Events marketing/promotion), More Creative (Integrated), Adam & Eve

Accounts: Samsung, Starbucks, John Lewis, Confused.com, Standard Life, O2, Flybe, Deutsche Bank, Indian tourist board, Thailand tourist board, Kopparberg cider, Cif, Domestos, Nestlé, Baileys

### 2006 – 2009 Hooper Galton, London – CREATIVE DIRECTOR / ART DIRECTOR

- 2008 Appointed Creative Director – Pernod Ricard: Campo Viejo and Janine Stone Architecture & Design
- Accounts: House of Fraser, Bertolli, National Express, Shelter, New Covent Garden Food Co

### 1998 – 2006 TBWA\London – CREATIVE DIRECTOR / ART DIRECTOR

- 2004 Appointed Creative Director – The Sun newspaper, Seeds of Change organic sauces.

Accounts: Sony PlayStation, The Labour Party, Muller, TV Licensing, McCain, EuroStar, Twix, Pedigree, 3 mobile, Transport For London, Natwest, John Smith's bitter, Five, Dr.Martens, Adidas.

### 1996 – 1998 GGT, London – ART DIRECTOR

Accounts: Cadbury, Holsten Pils, Capital Radio, Living TV, Blockbuster, Nationwide, The Big Issue, Do It All, KP Skips, John Smith's Extra Smooth Bitter.

## CREATIVE AWARDS:

D&AD Silver nomination Best TV & Cinema writing (Graphite pencil)

3 x D&AD Annual entries (Wood pencils)

D&AD student yellow pencil - Outstanding radio advertising

Silver BTA Craft animation

Silver Creative Circle animation

Bronze Creative Circle Best Viral

Bronze New York Festivals

Gold Promax Awards Best TV campaign under £40,000

2 x Campaign Press commendation

2 x Campaign Posters finalist

2 x Cannes Outdoor finalist

The One Show finalist VIRAL

## REFERENCE:

Trevor Beattie. Film producer/ Co-Founder BMB / Ex-ECD TBWA\London [trevor@tbfilms.org](mailto:trevor@tbfilms.org)

Jamie Bell, Executive Creative Director, The Maverick Group [jamie.bell@maverick-group.com](mailto:jamie.bell@maverick-group.com)