



**CURRICULUM VITAE JUNE 2013**

Paul Roberts - creativity that gets results  
advertising, design, art direction, copy  
strategic thinker, DM, POS, interiors, outdoors  
offline, online, out of line and little people

**CV**



# Fitting your brief

My aim to create work that stands out, gets noticed and gets results, so hopefully this CV will do just that with you.

## The ideas man with experience

I'm an 360° award-winning ideas generator, with advertising, marketing, design and writing skills, I also have a proven track record of creating powerful and effective work – from big idea campaigns and prestigious projects to the smallest jobs with tight deadlines and budgets.

## A creative that stands out

- Experience working through many media channels both online and offline - whatever it takes for clients to reach their audience. Working often in areas and formats few creatives ever do
- The whole process from the strategy to delivering the work
- A proven record as a team leader
- Presentation skills
- Impressive track record includes working in FMCG, Retail, Financial, IT, drinks, food, fashion, corporate, entertainment, leisure, B2B and consumer sectors
- Skilled in writing, designing, art directing, illustrating, directing photography, marketing and brand strategy. Big campaign thinking. Adobe skills in Photoshop, InDesign and illustrator

To give you a better idea of what makes me tick, I've added a bit about my personal life - and how I could fit in with you.

**“A true Ideas Man, Paul fizzes with energy and enthusiasm for every brief he works on, invariably coming up with highly original and effective solutions.”**

## Employment History - From A.B.M. to Mulberry advertising

### Allen Brady and Marsh 1985-89

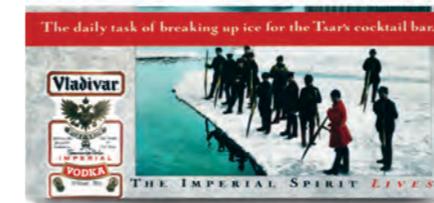
Junior Art Director to Art Director

First job straight from college with the number 2 ad agency in the UK. Creating press, poster, TV and radio advertising for major accounts. ABM gave me a great foundation to build my career working with talented people like John Keen, Trevor Beattie and Rod Allen. Creating campaigns, winning pitches, script writing.

Clients included Guinness, Milk, Vladivar Vodka, Harp, Jeyes, Taylor Woodrow, Midland Bank (HSBC), Weetabix

Major achievements

- Award winning work for Guinness and Jeyes
- Pitch winning team on Vladivar Vodka, Milk, Honda and Guinness
- First ever student from Wrexham Art College to land a top 5 agency job. This kick started the college which led to it becoming one of the leading colleges which I've since returned to hold workshops



### CDP Financial 1989-91

Art Director

B2C and B2B. High end press, poster and TV advertising work including the acclaimed TV for Guardian and major press advertising for GRE, Choice TSB, KPMG, Data Protection Agency and Yoplait. Working in both financial and consumer markets.

Clients included GRE, Choice TSB, KPMG, Yoplait, COI and Data Protection Agency

Major achievements

- Advertising Award for best poster campaign for Yoplait
- Acclaimed TV with director Simon Delaney for Guardian

### Hill Murray 1991-96

Senior Art Director

B2B and B2C. DM, advertising, radio, TV and brochure work mainly for the financial market.

Major achievements

- Leading creative pitch major wins for Coutts, Trade Indemnity, Fidelity and CU
- Money Marketing Silver Press award for Trade Indemnity
- Best Direct Marketing Campaign for IFAP Missing Millions
- Two radio awards – a gold and silver money marketing for Fidelity

### CDP Travis 1996-2002

Senior Art Director

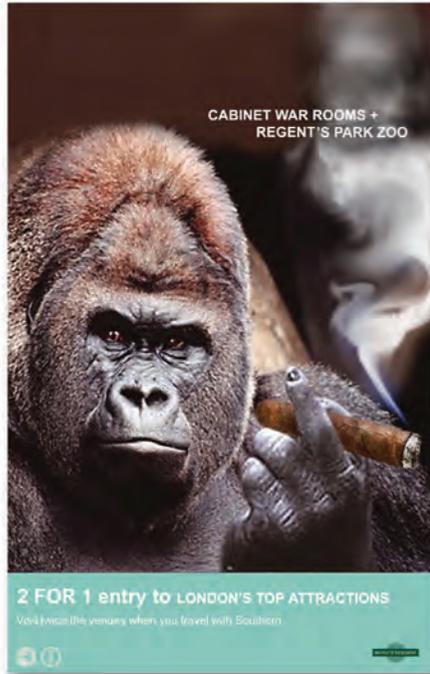
Jointly responsible for Dell, the agency's largest account. First experience of team management directing creative work for Dell included colour advertising, radio and digital marketing campaigns. Start of getting involved and applying marketing creative skills to Digital, scripting 120 banners adverts - leading to Dell's first major digital launch and the award winning Dellchester microsite.

Other accounts included Timber Trade Federation, ATCross, Novotel, Gallagher, Holiday Inn, English Riviera, Men's Health

Major achievements

- Growing the Dell account from £2 million to £6 million
- Taking Dell from No4 to No 2 UK PC manufacturer
- Revolution Magazine award for Best Microsite for 'Dellchester'
- Account win for Holiday Inn
- Responsible for ATC Cross' most successful campaign ever





### Meerkat 2002-2005

Deputy Creative Director

Leading the design team creating press, direct mail, promotion, POS, packaging and brochure design. A hands on roll, originating work, designing, writing, illustrating and directing photography, taking the job from the briefing right through to final sign off. Client handling and running major presentations.

Major achievements

- "Big Whites", the most successful promotion to date for Dulux Trade, boosting sales 400%.

Clients included:

Dulux, Holsten Pils, Sappi, Cointreau, The Clothes Show Live, Coca-Cola and MacArthur Glenn retail outlets

### Freelance Creative 2005 -2006

Freelance work, including six months at Tidalwave.

Major achievements

- Big pitch wins for Hewlett Packard, Microsoft and Colt
- Poster awards for Hewlett Packard

Freelance – Creative Director

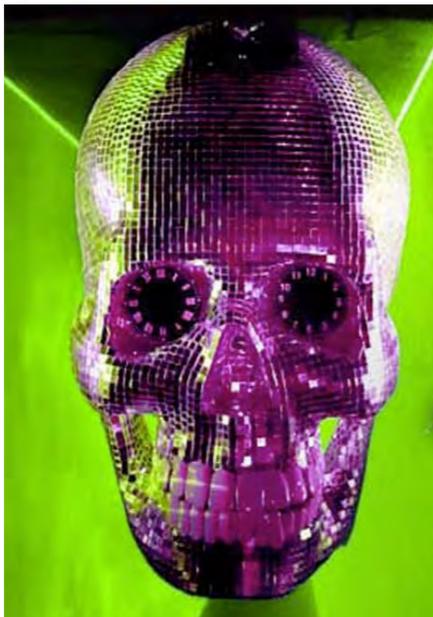
Seven months' contract as Creative Director at Ten Alps RMA.

A through the line agency with a number of travel, marine and general consumer market brands. Both managing the Creative team and a hands on creative role.

Major achievements

- New business wins for St. Margret's, Rambles Holidays and PGL

Also worked on several projects for Publicis London



### JPCreative 2006-2009

Creative Director

Truly Creative agency producing high quality print, advertising, interiors, exhibition, outdoor and digital work for diverse high end clients:

The Admirable Crichton, G Casino, Searcys, Logica, ITIM, Lendlease - Athletes' Olympic Village, Marc, Clothworkers, Grocers and Vintners Livery Companies, Shaffesbury Holdings, YKK Europe and Corniche

Leading encouraging and directing the creative team and also a hands on creative. Originating, designing writing, illustrating, Photoshop, type, directing photography responsible for all work and client presentations.

Major achievements

- Leading new business wins: Corniche Capital, Daily Bread, Lendlease - Athletes Village, ITIM, Opera Quarter, Seven Dials, Searcys, Clothworkers, Grocers and Vintners
- 3 out of 3 creatively-led tender pitch wins for Searcys: The Barbican Centre, The National Portrait Gallery and Vintners Hall, representing £54 million to Searcys
- Creating an art piece for Corniche from John Lennon's glasses!

### Zinc Digital 2009-2011

Senior Designer and Creative

Hands on role, creating and growing brands. Writing, designing and originating digital, print, Leading presentations. Driving new business and creating new revenue channels with current clients.

Clients included

Cranfield Aerospace/NASA, HaulNet TSK. Leisure Business Solutions, ByBox, CMEX and The Brandon Group.

Major achievements

- New business wins including NHS, ByBox, and Envisage
- Developing TSK brand, creating their campaign "Working as One"
- Created - a major initiatives for TSK leaders in office refit and new ways of working - involving brand identity web, advertising, presentation films print, interior and signage

### Mulberry Advertising 2011 -

Hands on Creative Director

As a creative re-branded the agency and two of their major clients, involving all aspects of their communications. Winning new business including API and Mercury Insurance.

Created several videos websites,apps brand ID, advertising, DM, digital along leading presentations. As a CD leading and working closely with the team.

Clients included

Luminescence, Mercury Insurance, The Caravan Club and Pitney Bowes

## References - clients

"Paul's creativity, flair and appreciation of detail created the unique marketing tool. He understood the company message and clearly translated this onto the pages maintaining the classic style and sense of place & history. The service was professional yet personal and of an exceptional standard".

**Victoria Scott, Banqueting & Events Manager, Clothworkers Livery Company**

"From the first meeting, Paul understood what we wanted and he "hit the ground running". Strategically, he nailed it. He's professional and proactive. The creative exceeded my expectations, he really delivered."

**James Cornwall -Walker, General Manager, Searcys**

"We faced fierce competition retaining The National Portrait Gallery tender. Paul worked closely with our team, creating a fabulous theme and a beautiful tender document, which we won. I thoroughly enjoyed working with him. His passion, enthusiasm and understanding of the industry made a huge contribution to Searcys winning the contract. We would all to love work again with Paul and no doubt will do in the future"

**Michelle Cartwright, General Manager, Searcys**

## References - colleagues

"A strategically strong and inspiring creative thinker"

**Barbara Liddell, Managing Director, Ten Alps RMA**

"One of the hardest working and fastidious Creatives I've ever had the pleasure to work with, he has produced and helped produce great creative that demonstrate a strategic understanding of the brief as well as the clients needs"

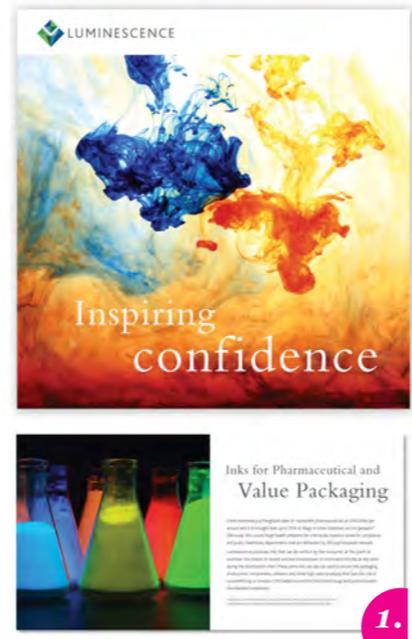
**Mickie Titterton, Executive Creative Director Meerkat and Katswhiskers**

"A true Ideas Man, Paul fizzes with energy and enthusiasm for every brief he works on, invariably coming up with highly original and effective solutions."

**Paul Campion, Senior Writer ABM and Creative Director Publicis London**

Some of my recent work...

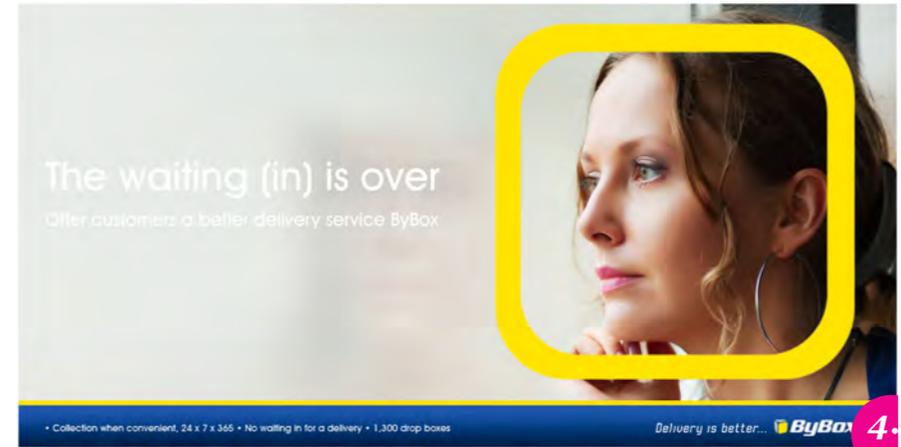
# The Grid



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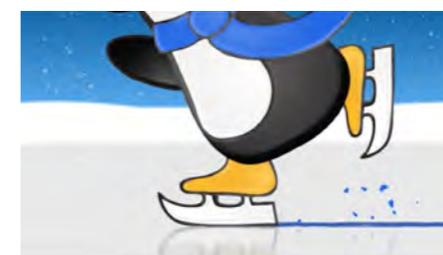
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5.

1. Luminescence Security Inks.  
Created the re-brand and communications campaign involving web, print, stationary, advertising & exhibition stand design for world leading high security inks company.. Directed an extensive photography shoot with the excellent Peter Hall.
2. TSK Business Engagement Centre.  
A joint venture with Sheffield Hallam University and Business School. TSK are creating a state-of-the-art office demonstrating new ways of working. I have created a visual identity of people's faces created out of hundreds of model figures. The concept "Creating workplaces around people". This will feature on a 100m window graphic, reception and all other communications.
3. "The Works" Direct mail campaign for TSK.
4. Campaign relaunch for ByBox.  
Full communications around the theme "Delivery is better ByBox". Featured here from the campaign a consumer poster with the line "The waiting (in) is over."
6. Animated seasonal film created for Luminescence Security Inks.  
The idea came out of the fact that the client makes the coloured inks for bank notes, the penguins create a bank note graphic in the ice as they skate all set to music of Strauss! Scripted and created all the hand drawn art work.  
View it on...  
[youtube.com/watch?v=nBPt5Cfsp18](https://youtube.com/watch?v=nBPt5Cfsp18)



### Outside of work, what's your claim to fame?

Miranda Richardson lived underneath me in Forest Hill a few years back, she's really lovely, she came up for tea a few times and I even borrowed her Dyson, so the answer is I borrowed Miranda Richardson's Dyson. I've also kissed Erin O'Conner.

### If you won the lottery what would you do?

Be creative! I'm currently writing a book in my spare time and really enjoying the experience, it's a comedy. I also would travel and catch up with scuba diving an amazing pastime.

### What crime would you commit if you'd getaway with it?

Train robbery, definitely. I'd steal The Flying Scotsman, but I don't know where I would hide it.

### What's your most prized possession?

Well obviously the train I just stolen in the previous question.

### What or who are your influences?

Initially it was people like David Abbot for his copy writing and the art direction of Neil Godfrey. Henri Cartier-Breson had a wonderful eye for photography. But I tend to look outside of the business now – a stage set could influence a website or a window display. The thinking process behind it interests me.

### How would you spend your ideal day with no travel restrictions

Breakfast in the flower market in Nice, diving in the Maldives, lunch at Little Oche an amazing fresh seafood beach restaurant in Treasure beach, Jamaica, afternoon drive down Route 66 then the evening in a club in Cuba, I toured Cuba and I love the place and the people. As there are no restrictions I'd dance most of the night with Penelope Cruz thank you.

### What's your philosophy for your creativity?

Work on what to say, not how to say it.

### For more information contact:

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