



MARTIN CLEAVE | CREATIVE

A highly-experienced, concept-driven, hybrid-skilled, smart-thinking Creative Director

I'm a hybrid Creative Director with over 20 years of global experience in the industry. I'm highly conceptual, with a keen eye for craft and design too. I develop ideas and concepts, create visuals, write copy, build messaging frameworks and storyboard narratives. I lead teams and studios, but roll up my sleeves and get hands-on when the project needs it. I have a passion for hand-drawn concepts, but I'll make a mouse and monitor sing along too. I bring a potent mix of old-school skills and up-to-the-minute thinking to everything I do.

I've helped my clients build successful campaigns and experiences for their customers and their people. I have worked on an enormous variety of briefs, from digital to print, DM to B2B, experiential to social. I've developed global product launch campaigns as well as precision targeted sampling mailings, and most things in between. I collaborate with writers, planners, illustrators, animators, motion designers and photographers, and lead creative-teams, designers, and studios. All in the pursuit of getting the right messages to the right people.

KNOWLEDGE

- ✦ Skills — Concepts, creative and art direction, copywriting, pitches, campaigns, messaging, strategy, narratives, scamps, visuals, designs, shoots, typography, motion design, storyboards, team and project management
- ✦ Channels — Digital, direct, press, outdoor, brand, video, animation, ident, in-store, social, experiential, activation, event, email, landing-page, b2c, b2b, intranet, internal and external campaigns and comms, client-side
- ✦ Sectors — Healthcare & pharmaceutical, technology, financial services, automotive, FMCG, energy, retail, entertainment and drinks, education & training, travel & tourism, telecoms, learning and development, non-profit
- ✦ Technical — InDesign, Illustrator, Photoshop, Affinity Photo & Designer, Procreate, Adobe Comp, Lightroom, XD, Acrobat Pro, Premiere Pro, LumaFusion, Hype Pro, Glyphs, HTML, CSS, WordPress

AGENCIES & CLIENTS

Creative Director (Freelance), Martin Cleave / Creative — London — October 2009 to present

Agencies — Arnold KLP, J. Walter Thompson, Maher Bird Associates, McCann Enterprise, ICLP (Collinson), StraightEdge, Smith+Nephew (in-house agency), Caburn Hope, BrocklebankPenn, MOI Global, Instinctif Partners, Boston Consulting, Woolley Pau, Spinnaker, big:group, BlackBridge, TMP Worldwide, Communicator, Foxtrot Hotel, Capitalise.

Clients — Mercedes-Benz, Volvo, Pepsi Max, Tesco, Smith+Nephew, Douwe Egberts, Cineworld, National Trust, Toshiba, Logitech, HSBC, MasterCard, Marriott International, Clydesdale & Yorkshire Banking Group, S&P Global, Pfizer, Oracle, Vodafone, TED, EMC², Eaton Vance, T-Systems, Sage, Servis, The Huffington Post, Sky, Jaguar Land Rover, Embraer Executive Jets (Brazil), The AA, LOVEFiLM, Rosetta Stone, Everest, Novotel, Comté, The Folio Society, Carmignac (France), Metro, Tabasco, Brita, HiPP Organic Baby Food, Royal Bank of Scotland, Racing for Change, BAT (UK and Global), Madison Square Garden, Takeda, plus a large number of confidential client engagements with various agencies.

Creative Director (Freelance), Smith+Nephew (in-house agency) — London — September 2018 to April 2020

Creative direction, global messaging and campaigns, copywriting, concepts, strategy, design, storyboards and motion.
Clients — Smith+Nephew (global healthcare).

Senior Creative (Freelance), Instinctif Partners — London — August 2017 to April 2019

Pitch concepts, copy, naming, design, motion design, storyboards and visuals.

Clients — Leading global investment, insurance, luxury hospitality, drinks and energy companies (confidential).

Senior Creative (Freelance), ICLP (Collinson) — London — September 2018

Concept development, copywriting, visuals.

Clients — Clydesdale & Yorkshire Banking Group, Mastercard.

Creative Director (Freelance), Caburn Hope — London — December 2017 to August 2018

Creative development, concepts, copy, messaging, scripts, narrative development, and strategy.

Clients — S&P Global, Arup, Madison Square Garden, Rentokil, FirstLight Cycles, and a leading global pharmaceutical.

Senior Creative (Freelance), Boston Consulting Group — London — May 2015 to August 2018

Digital work, microsite design and development, interactivity design, app design, infographics, video, pitches.

Clients — TED Talks, many major financial, energy, decom, retail, pharma and healthcare companies (confidential).

Creative Director (Freelance), MOI Global — Weybridge — April 2016 to August 2017

B2B creative development, pitch work, digital, concepts, copy and strategy.

Clients — Oracle, Vodafone, Sage, Sogeti, Juniper Networks (Singapore).

Senior Creative (Freelance), StraightEdge — London — December 2014 to November 2016

Campaign concepts, copy, brand development, pitches, storyboards.

Clients — Eaton Vance, Emaar Properties (Dubai).

Senior Art Director (Freelance), J. Walter Thompson — London — January 2016 to March 2016

Food art direction, storyboards, pre-production and on-set for Philadelphia's new Angels 2016 TVCs.

Clients — Philadelphia (Mondelez).

Senior Art Director (Freelance), Arnold KLP — London — April 2014 to September 2014

Brand and campaign development, experiential, concept exploration and development, in-store.

Clients — Cineworld, Tesco, Volvo, Pepsi Max, Douwe Egberts, Jack Daniels.

Creative Director, BrocklebankPenn — London — January 2013 to November 2013

Creative leadership, idea generation, global launch concepts, client management, planning, copy, brand development, storyboards, video, digital and print campaigns and pitches.

Clients — Logitech, NETGEAR, LifeSize, Tech21, Rackspace, Servis, Laureate, Glion, BCS.

Senior Art Director (Freelance), Spinnaker — London — October 2011 to January 2012

Clients — Tabasco, HiPP Organic Baby Food, Metro, Brita.

Senior Art Director (Freelance), Maher Bird — London — May 2011 to July 2012

Clients — Mercedes-Benz, National Trust, The Huffington Post, Embraer Executive Jets (Brazil), The AA, LOVEFILM, Rosetta Stone, Everest, Novotel, Comté, The Folio Society.

Senior Art Director (Freelance), Foxtrot Hotel — London — March 2010 to March 2016

Clients — BAT (UK and Global), Takeda, Winkworth.

Art Director & Senior Creative, dunnhumby — London — November 2002 to July 2009

Specialising in insight-driven campaigns. Creative Lead for major collaborative projects with P&G and Unilever.

Clients — Tesco (Clubcard and Tesco.com), Shell (Europe), P&G (Pampers, Olay, Always, Ariel, Mach3, Nice 'n Easy), Unilever (Persil, Flora, Comfort, Vaseline, Bertolli, Lipton, Surf), Nestlé (Nescafé, Purina), P&O Cruises, Casino (France), Delhaize (Belgium), Danone, Hyundai, GlaxoSmithKline (Corsodyl, Flixonase), Barclaycard, BP, Harper Collins, Airmiles, O₂ and Müller.

Head of Production, Sapient Australia — Sydney — August 1999 to April 2001

Clients — Virgin, United Airlines (United.com), BHP Billiton, Ansett.com.au, Oculi.com.au, The FarmShed.com, Fencepost.com, Westpac, Woolworths (Australia) and FujiXerox.

AWARDS **2005** — Precision Marketing Award for Tesco Organic campaign

2003 — Gold DMA Award for the Müller Lovechild campaign

2003 — Bronze DMA Award for the Hyundai Terracan campaign

2000 — One of only a few people nominated globally for the prestigious Sapient Founder's Award

EDUCATION **M.A. (R.C.A.) Ceramics & Glass** — Royal College of Art, Kensington, London — 1992 to 1994

B.A. (Hons.) Ceramics — West Surrey College of Art & Design, Farnham — 1989 to 1992

On-the-job training — Copywriting for Advertising (London College of Printing in 2008), Video editing with Premiere Pro.

WEBSITES **MartinCleave.com** — Portfolio and résumé

justalittlemilk.com — Creative projects

photogr.aphyx.com — Photography

linkedin.com/martincleave — LinkedIn profile

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