

# Northern Monkey

Well then pet...

I'm a Bakewell tart fiend, ex Byker Grover, straight talking (with a slight twang), nutrition nutter, fond exercise go'er, battered mars bar promoter, surfing enthusiast, conceptual creative, art director and canny lad.

Creating Immersive, captivating stories are my passion and telling them visually is my A game.

## Experience

### **Pernod Ricard**

*Freelance creative lead | Building an internal creative agency | Jan 2018 - present*

Building an internal creative agency.

Brought in by Tony Woodhead (Business Consultant) to lead in the growth of a new internal agency. Wholly supported by the Pernod Ricard EXCOM board, we grew the internal agency over several months from 1 designer to 15 employees and from a £20,000pm turnover to £150,000+pm.

I creatively positioned the agency to the 200+ internal clients, built a trusting rapport for creative work, pitched and won against external agencies for campaigns and clients. We averaged 46 projects a month at peak across ABSOLUT, Jameson, Malibu, Campo Viejo, Chivas, Brandcott Estate, Ceders, Martell, Plyouth Gin and Beefeater. I created small ATL campaigns, press ads, social media campaigns, radio ads, online videos, on and off trade design comms. I directed photoshoots, launched new products, developed an internal recycling campaign and recruitment comms and proved to the senior steak holders of Pernod Ricard that an internal agency can work for their business. It continues to grow.

References:

Tony Woodhead, Buisness Consultant: <https://www.linkedin.com/in/tonywoodhead/>

Sille Opstrup, Head of Marketing, Pernod Ricard: <https://www.linkedin.com/in/silleopstrup/>

### **Amazon**

*Freelance solo creative | Concepts & craft | Oct 2017 - Dec 2017*

Brought in as an AD. Created and lead social media campaigns, directed photoshoots for retail and Amazon brands and crafted press ads.

### **CHI & Partners**

*Freelance creative team | Concepts & craft | July 2017 - Oct 2017*

Brought in as an AD and teamed up with CW freelancer Luke Sherwin ([www.lukesherwin.com](http://www.lukesherwin.com)). We created campaigns, social, print and DM for RBS and Natwest

### **South America**

*Travelling | Dec 2016 - July 2017*

### **OLIVER / DARE**

*Perm Senior Creative Team (AD) | Concepts, pitch, craft, account lead | April - Dec 2016*

Creative lead and brand guardians for The AA account - We lead them forward with a new brand, tone of voice and visual language. On a constant reactive basis created tactical DM, CRM and press, full BTL and TTL campaigns, regularly presented and built close relationships with the client and lead a team of designers, copywriters, motion graphic artists, photographers, illustrators and account team to cement a strong on going agency and client rapport. Created 360 campaigns for Talk Mobile, Nuffield Health and Dove. Concepted big ideas for Cancer Research, EE and Starbucks. CW - Fiona Brown-Hovelt

**Blue Hive**

*Freelance Solo Creative | Concepts & craft | March 2016*

Delivered concepts and Art Direction across a variety of accounts

**Geometry**

*Freelance Solo Creative | Pitch | Feb 2016*

Delivered conceptual ideas and design for a pitch

**LIDA**

*Freelance Creative Lead | Concepts & craft | Jan 2016 - Feb 2016*

Teamed up with a CW to lead on Alzheimer's Charity concepting big ideas for awareness and PR through to CRM. We crafted tactical DM, emails and digital for Boots and Hobbs

**Beach London**

*Freelance Creative Lead | Concepts | Dec 2015 - Jan 2016*

Concepted, crafted and lead a team of designers for a new luxury brand of coffee soon to be launching in London. Delivered conceptual ideas for The New Tate Modern launch and Google Campus.

**George P. Johnson Experience Marketing**

*Freelance Solo Creative | Concepts, craft and pitch | December 2015*

Concepted experiential stand activation ideas and crafted look and feel visualisations for Nissan Infiniti. Pitched for McLaren

**Creatives Agency, Switzerland**

*Freelance Solo Creative | Concepts & craft | November 2015*

Flew out to Switzerland to further conceptualise, craft and evolve previous pitch winning work. Delivering a campaign to launch at the Olympic Games in Rio 2016 for their client The International Olympic Committee

**Karmarama**

*Freelance Creative Team & Solo Creative | Concepts & craft | April 2015 - Nov 2015*

Type R Campaign: 2015 Silver DMA Automotive

Type R Campaign: 2015 Silver DMA Best Customer Acquisition Campaign

Creative Team of The Year Young Digital Leaders Awards: Highly commended

We launched the Honda Civic Type R with an integrated campaign, which included a film, microsite, experiential and press. And we crafted press, digital and DM for Honda cars, bikes and energy products.

When my CW partner (shrimp) went back home to Oz in August for a long stint I carried on solo conceptualising and crafting campaigns for Porsche and Honda along with DM, press and digital.

**SPARK44, Jaguar**

*Freelance Creative Team | Concepts & craft | Dec 2014 - March 2015*

We delivered ideas, headlines and scripts for three Jaguar car launches. We crafted press, radio and digital ads for a tactical campaign. And we made a bit of DM, email and online content too.

**TJX Europe, TK MAXX**

*Freelance Creative Team | Concepts & craft | Nov 2014*

We conceptualised a new European market brand launch campaign, crafted in-store signage, print ads, tool kits, experiential ideas and emails for TK Maxx and HomeSense

**Creatives Agency, Switzerland**

*Freelance Creative Team | Pitch | Oct 2014*

We pitched for a major sports brand. Can't tell you anymore than that!

**Founders of Waffle**

*Freelance Creative Team | Concept & craft | Sep 2014 - Present*

A thing we're doing on the side. We print WhatsApp threads into books: [www.waffle.ink](http://www.waffle.ink)

**Digitas Health**

*Freelance Creative Team | Craft | Sep 2014*

We designed an online story for Mylan employees, a generic medications brand

**Nonsense**

*Freelance Creative Team | Concepts | Sep 2014*

We conceptualised like crazy for Eristoff Vodka, William Lawson's Scotch and Lipton Iced Tea

**Leo Burnett ARC WW**

*Freelance Creative Team | Pitch | Aug 2014*

We pitched for Samsung and Chesterfield, and re-worked Jeep print and TVC

**CHI Rapier**

*Freelance Creative Team | Craft | July 2014*

We crafted new TalkTalk tone of voice and re-branded customer communications

**GREY London & POSSIBLE**

*Creative, Art Director | Concept, craft & pitch | April 2012 – July 2014*

Progressing up to Senior Art Director on SEAT car company for over a year (Working on a global joint venture with GREY) conceptualising and implementing campaigns. Directing a team of designers, photographers, flash developers, motion & 3D artists. Regularly client facing in London and Barcelona in brainstorming and presentations. Additional Creative on Visa, PUMA, NFU Mutual, CME Group and Netjets.

**School of Communication Arts**

*Mentor | Sep 2013 – Present*

**University of Leeds**

*Lecturer | Feb 2013 & Dec 2013*

"Spreading butter on bread. With a fork" to MA; Advertising and Marketing students.

(View the lecture and creative outcomes here.) And

"You thought you drank a lot at uni!" to MA; Advertising and Marketing.

**Whitewater DM Agency**

*Creative | Concept, craft and pitch | July 2010 – April 2012*

Variety of integrated creative briefs for some of the biggest charities and commercial organisations motivated by a positive purpose, in England and Europe. Visual concept and idea generation, design and front end development. Initially coming in as a junior creative / digital designer. Promotion to an Art Director position with senior designer and also front end developer responsibilities.

**University of Leeds**

*Lecturer | March 2012 – March 2012*

"Finally, life in a advertising agency" to MA; Advertising and design.

**Momentum Worldwide**

*Creative | Concepts | June 2010 – July 2010*

Digital, experiential and ambient creative concepts for clients such as Nestle, Nescafe and Chevrolet. Working closely with TBWA.

**Whitewater DM Agency**

*Creative placement | Concept, craft and pitch | July 2009 – Oct 2009*

*3 month placement working across a variety of conceptual briefs and fully integrated campaigns.*

**Creative D&AD Workshops Manchester & Leeds**

*Placement | March 2007 – April 2007*

Working once a week at TBWA & Mccann Erickson for five weeks .

## Education

**University of Leeds, Masters**

*Advertising and Design | 2009 - 2010*

Marketing Communication, Consumer Behaviour, Marketing Strategy, Visual Communication  
Persuasion, Integrated Communication, Advertising, Media Policy, Internet Marketing

**University of Leeds & Queensland university of technology, Brisbane AUS**

*International BA: Graphic Communication Design | 2005 - 2009*

Independent 15,000 word dissertation. Typography and its importance in a digital world.  
Graphic & Communication Media, Motion Graphic, Web site Design Technology and Building  
Advertising Design and Communication, Design Management, Design Theory,  
Design Application, Digital Media, Motion and Interaction, Communication and Design  
Process, Economics of Industry, Advertising & Branding

## Skills

Highly proficient across all Adobe Creative Suite, Microsoft Office, Keynote and Pages, which means I can make almost anything look great.

Able to absorb complex information and product positions quickly, and turn it into work that real people understand and appreciate.

## Else

@n0rthernm0nkey | [pinterest/adamsinterest](https://www.pinterest.com/adamsinterest/) | [linkedin/atkinsonlinked](https://www.linkedin.com/company/atkinsonlinked/)

Founder: [www.waffle.ink](http://www.waffle.ink)