

Northern Monkey

Well then pet.

I'm a Bakewell tart fiend, ex Byker Grover, straight talking (with a slight twang), conceptual creative, art director and canny lad. Creating immersive, captivating stories are my passion and telling them visually is my A game: www.northernmonkey.gallery.

Bakewell tarts aside, as a hobby I turn WhatsApp waffle into books (waffle.ink). My passion is to help people gain TRX Fitness Freedom (trxtraveller.com) and I strive to make the everyday little wins of mushroom extracts more accessible to all (yourfirstwealthishealth.com).

Agencies & Awards

LIDA, Karmarama, CHI & Partners, Ogilvy, Spark 44, Digitas, Leo Burnett, GREY, Oliver, Pernod Ricard, Blue Hive, DARE, Geometry...

x2 DMA Golds, Sweet FA Creative Team of the Year, x2 D&AD Shortlist, x2 DRUM Nomination

Experience

GetYourGuide, Berlin

Design Lead / Senior Art Director | London | July-Aug 2020

Brought on board to concept and lead a large travel re-launch campaign across several countries. Worked remotely leading a team of designers and animators to bring the chosen idea to life. Crafted and executed social, digital, CRM and activation.

Greenpeace

Senior Art Director | London | June 2020

Brought in by Brian Cooper (ECD) to help visually craft a large campaign against Tesco and the destruction they are causing to the Amazon via their soya supply chains. Crafted press, banners, HQ PR stunt, brand attack macros and social comms. [View the creative work >](#)

www.remotebrandingspecialist.com

Remote creative lead | C. & S.America | Dec 2018 - April 2020

Achieved a bucket list tick to live and explore Latin America, taking creativity on the road as the remotebrandingspecialist.com seeking to help start-ups and ordinary folk launch their big ideas. I crafted and led advertising and branding campaigns for small brands all over the world making a measurable difference for those who can't afford agencies.

[View the creative work >](#)

Freelanced in **Ogilvy** and **McCann** Buenos Aires in exchange for asados (Argentinian BBQ's). Remotely freelanced for **Greenpeace, Digitas Health** and **Arla**.

Pernod Ricard

Creative Director | Building an internal creative agency | Jan 2018 - Dec 2018

Brought in by Tony Woodhead (Business Consultant) to grow a new internal agency supported by the Pernod Ricard board.

I saw the brands, scrutinised the current work and let my northern gob go. Instead of kicking me out, they asked me to Creatively Lead. We challenged and pitched against external agencies, created small ATL campaigns, press ads, social media campaigns, radio ads, directed photoshoots, launched new products and positioned the internal agency far beyond just a production house. Accomplishments included:

- + Growing the internal agency over several months from 1 designer to 15 employees and from a £20,000pm turnover to £150,000+pm.
- + Creatively positioning the agency to the 200+ internal clients, built a trusting rapport for creative work, pitched and won against external agencies for campaigns and clients.

+ Averaging 46 projects a month at peak across **ABSOLUT, Jameson, Malibu, Campo Viejo, Chivas, Brandcott Estate, Ceder's, Martell, Plyouth Gin and Beefeater.**

[View the creative work >](#)

References: Tony Woodhead, Business Consultant & Sille Opstrup, Head of Marketing

Amazon

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

Brought in as an AD. Created and led 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. We created campaigns, social, print and DM for RBS and Natwest

[View the Natwest & RBS creative work >](#)

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 led 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 led a team of designers, copywriters, motion graphic artists, photographers, illustrators and account team to cement a strong ongoing agency and client rapport. Created 360 campaigns for Talk Mobile, Nuffield Health and Dove. Conceptualised big ideas for Cancer Research, EE and Starbucks. CW - Fiona Brown-Hovelt.

View the [The AA Brand Ambassador Work](#) or [Nuffield Health Pitch Winner](#)

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 conceptualising big ideas for brand 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

Conceptualised, 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

Conceptualised 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. Delivered 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

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

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

View the [Honda Type R Campaign](#) or [Honda Bike Press](#) or [Honda Energy Campaign](#) or [Honda Tactical](#) or [Honda DM](#)

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.

[View the creative work >](#)

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!

Co-Founder of Waffle

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

A side project of mine. We print WhatsApp threads into books: www.waffle.ink.

Digitas Health

Freelance Creative Team | Craft | Sep 2014

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

[View the creative work >](#)

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

I progressed 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 for brainstorming and presentations. Additional Creative on Visa, PUMA, NFU Mutual, CME Group, Shell, Peroni and Netjets.

View the [SEAT ST Campaign](#) or [SEAT Brand](#) or [Shell Press](#) or [Peroni Campaign](#) or [CME](#)

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 students.

Whitewater DM Agency

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

Produced a 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 then promoted to Art Director position.

View the [NSPCC Campaign](#) or [RSPCA Campaign](#)

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.

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

University of Leeds & Queensland university of technology, Brisbane AUS

International BA: Graphic Communication Design | 2005 - 2009

Skills

Highly proficient across 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

[pinterest/adamsinterest](#)

[linkedin/atkinsonlinked](#)