

Gav McGrath

Creative Director

Award-winning Creative Director and Copywriter with 20+ years experience working in London, Los Angeles and Chicago. Currently a CD at VMLY&R London, where I recently picked up a BAFTA. Other awards include Cannes, D&AD, British Arrows, Creative Circle, One Show and Clios. I'm also a father of two and a climber.

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Experience

VMLY&R, London / Creative Director

FEBRUARY 2017 - PRESENT

UK GOV'S Dept For Transport, BBC, CenterParcs, TUI

Leading and overseeing creative; driving creatives to produce their best work; managing client's creative needs; developing 360 campaigns. Also lead agency writer. Work for BBC Winter Olympics recently won at BAFTA + D&AD.

Mullen Lowe, Los Angeles / Group Creative Director

NOVEMBER 2015 - JANUARY 2017

Acura

Ownership and accountability for the performance of creative work; direction of a large creative team; developing and writing integrated campaigns.

Leo Burnett, Chicago / SVP Creative Director & Copywriter

OCTOBER 2013 - NOVEMBER 2015,

Samsung Global, Mobile & Appliances

Responsibility for managing and developing creative for Samsung products to a global audience; leading the team in creative strategy, execution and production.

BMB, London / Creative Director & Copywriter

MAY 2005 - OCTOBER 2013,

Thomson, Carling, Grolsch, Selfridges, First Choice, McCain Chips, William Hill,

Leading and overseeing creative; driving the creative teams to deliver their best work; managing client's creative needs and providing project oversight. Creative directed and wrote multiple award-winning campaigns, including Cannes Lions.

AMV & HHCL, London / Freelance Art Director

2004-2005, Alfa-Romeo, British Telecom, The Economist

TBWA, London / Art Director

1998-2004, Playstation, NatWest, Nissan, The Sun, Red Bull, Channel 5

Simons Palmer Clemmow Johnson, London / Art Director

1997-1998, NIKE, Playstation

Education

Watford / Postgraduate Diploma in Copywriting and Art Direction
1995 - 1996, LONDON

Cardiff University / Bachelor of Arts BA (Hons) Fine Art
1990-1993, CARDIFF

Awards

BAFTA

2019 BBC Winter Olympics 'The Fearless are Here'

D&AD

2020 **Wood Pencil**, Dept. for Transport 'Pint Block'

2019 **Graphite Pencil**, **Wood Pencil** BBC Winter Olympics 'The Fearless'

2014 **Wood Pencil**, Thomson, 'Simon the Ogre'

2012 **Graphite Pencil**, **Wood Pencil x3** Thomson, 'Time for a Holiday?'

2008 **Graphite Pencil**, **Wood Pencil** Carling, 'Space'

Wood Pencil Carling, 'Out'

Wood Pencil Selfridges, 'Wonder Room'

Cannes Lions

2014 **Silver Film Lion** Thomson 'Simon the Ogre'

2008 **Silver Film Lion** Carling 'Space'

Silver Film Lion Carling 'Out'

Clio

2018 **Silver** BBC Winter Olympics, 'The Fearless are Here'

One Show

2014 Thomson, 'Simon the Ogre'

2008 Carling, 'Out'

Shark Awards

2014 **Gold** Thomson, 'Simon the Ogre'

Bronze Thomson, 'Simon the Ogre'

2012 **Silver x 2** Thomson, 'Time for a Holiday?'

Bronze x 8 Thomson, 'Time for a Holiday?'

Creative Circle

2012 **Gold** Thomson 'Time for a Holiday?')

2008 **Silver** Carling, 'Out'

Bronze Carling, 'Out', **Bronze x 4** Carling, 'Space'

2008 **Best Direct Response Ad** Selfridges, 'Wonder Room'

2007 **In-Book** Carling, 'Starlings'

BTAA Arrows

2012 **Silver** Thomson, 'Time for a Holiday?'

2008 **Gold**, Carling, 'Space'

Silver x 2 Carling, 'Space', **Silver x 2** Carling, 'Out'

Campaign Big Awards

2008 **Silver** Carling, 'Space'

Silver Carling, 'Out'