

# PATRICK CANNON

ASSOCIATE CREATIVE DIRECTOR (COPY)

## CONTACT

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## PROFILE

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I'm an award-winning Associate Creative Director originally from Dublin, with a background in music. Whether it's songwriting, or concept creation, I like finding new ways to tell stories that resonate with people, and make them sit up and take notice. I have worked across a range of different brands, sectors and media, and have helped lead departments, oversee campaigns and write ads of every description. I'm now looking for a fresh adventure that will allow me to make the most of my existing talents and give me the opportunity to discover new ones.

In my spare time I still make music and have released two records and toured three continents. I have also written and illustrated a few kids' books, and performed stand-up comedy. I have competed in triathlons, marathons and even occasionally surf. But still tell people I don't like sport.

## SKILLS

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**Languages:** English, French, Irish, Russian (a little)

**Music:** Guitar, singing, drums, keyboards

**Programs:** Logic Pro, Illustrator, Photoshop, Word, Excel

Also, I can dress myself in the dark without waking anybody.

## EDUCATION

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### Msc in Psychology

Nottingham Trent University (2010–2011)

### Msc in Advertising

Dublin Institute of Technology (2003–2004)

### BA in English and Sociology

University College Dublin (1998–2002)

## EXPERIENCE

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### ASSOCIATE CREATIVE DIRECTOR (COPY)

#### Digitas London (2018 – 2019)

*Key brands: Sky, Lexus, NOW TV, HSBC, Four Seasons.*

- I directed, led, oversaw and occasionally even wrote, everything from multi-channel integrated campaigns to one-off emails.
- I ran the radio department overseeing a team of gifted writers, and directed doubled-barrelled-surname voice-over talent like Helena Bonham-Carter and Phoebe Waller-Bridge.
- In partnership with the Creative Director I managed all moving image output, overseeing a team of creatives, producers and in-house animators.
- I acted as the resident music advisor, helping direct music briefs and sourcing music for a variety of different ads.

### LEAD CREATIVE

#### SapientRazorfish (2015 – 2018)

*Key brands: Sky, Capital One, Lucozade, NOW TV.*

- I worked on the ground-breaking and award winning Sky VR experience that toured the UK and changed the way people perceived Sky TV.
- I helped set up the radio department, winning business from Sky, NOW TV, Capital One, Vodafone and more.
- I ran regular workshops, giving advice on how to write for TV and radio, and how to direct sound sessions.

### FREELANCE COPYWRITER (2010 – 2015)

**SapientRazorfish, SapientNitro, DAD, Green Cave People, Cannon & Imaginary Sons**

### COPYWRITER

#### BBDO Dublin (2008 – 2010)

*Key brands: Guinness, Carlsberg, Irish Independent, Bank of Ireland.*

#### Publicis Dublin (2006 – 2008)

*Key brands: TG4, Meteor, Spar, King Crisps.*

#### McCann Erickson Dublin (2004 – 2005)

*Key brands: Heineken, L'Oreal, HB.*