

Russell Garn

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Bucks (Brunel University)
BA (Hons) – Graphic Design
& Media Advertising

Key Clients

FMCG
Haleon (GSK), Pringles, Mars, P&G, Dulux, Coca Cola, Diageo

Automotive
Mercedes Benz, Suzuki, Volvo, Bentley, Mini, BMW, Mobile, Renault, Honda

Financial
HSBC, Barclays, Barclaycard, Fujitsu, Funding Circle, Aviva

Services
Virgin Media, Samsung UK, Nokia, FedEx, HP, PayPal, SAP, The Post Office

Fashion
Ben Sherman, Hugo Boss

I wear glasses. I write. I art-direct. I '*creatively direct*' – UK and globally. I'm media neutral, with experience in B2C and B2B. And I adore big-brained strategy geeks.

I've looked after house-hold names, start-ups, challenger brands and, at one point, Britain's most hated brand!

There are a few gold awards under my belt, a few silver hairs on my head, and a portfolio I think backs up my philosophy.

Doors I've had the privilege to enter:

July 26 – present **Freelance**
Mercor – Creative Director
- Assessing and training AI models for design and branding of luxury wedding planner client

ALL CREATIVE – Creative Director
- Joined the team to pitch for a new homeopathic client (TBC)

Feb18 – July 26 **Grey London – WPP**
Associate Creative Director – Global

Clients: HALEON (GSK), HSBC, Which?, Volvo, Fidelity, Emirates

•Creatively leading two global product launches for HALEON - managing several teams, including creatives, content writers, UX and designers in three separate agencies across Europe and North America.

•Pushed HSBC into an unfamiliar digital landscape with AR and AI.

Nov 16 – Oct 17 **Rooster Punk – Independent**
Creative Director

Clients: Samsung Business UK, Funding Circle

•We won Best SME-Targeted Campaign for our 'More Good Days' Manchester takeover activity in the B2B Marketing Awards.

March 12 – Nov 16 **RAPP – Omnicom**
Associate Creative Director

Clients: Mercedes-Benz. PayPal, SAP, Virgin Media, Barclaycard, Barclays, Dulux, Guide Dogs.

•Grew the PayPal business from £800k to £1.2m in 1 year
•Successfully re-launched PayPal after their split from eBay
•Created Barclays' first personalised customer video
(Picked up 16 awards including 8 Gold)
•Picked up a Gold DMA for Best Press Advertising for Virgin Media.

Plus, a load of other great names and acronyms from earlier:

TBWA, MARS Y&R, Pulse Group, **Gyro:HSR**, Cheil, **DraftFCB**, Banner, Baber Smith, VCCP, NexusH, Rivet/LOWE, **Joshua G2**, **FCBi**, **EHS Brann**, **Grey Worldwide** (yep, 20 years earlier), M&C Saatchi, WCRS.