

Experience 01/2019 – present	Group Creative Director – We Are Unlimited (DDB) <ul style="list-style-type: none">• Ideate with senior copywriter on key projects for McDonald's U.S.• Responsible for guiding the development of assigned creative teams and work• Direct workflow and creative resources and provide creative direction• Review and provide creative feedback to creative teams of their work based on strategic direction, concepts and execution	Chicago, IL
04/2017 – 12/2018	VP, Group Creative Director – Publicis North America <ul style="list-style-type: none">• Ideate with senior copywriter on key brand projects for Bridgestone, TruGreen, Delta Dental, Bohemia, Promised Land Dairy and all pitch projects• Responsible for guiding the development of assigned creative teams and work• Direct workflow and creative resources and provide creative direction• Review and provide creative feedback to creative teams of their work based on strategic direction, concepts and execution	Dallas, TX
10/2015 – 03/2017	VP, Creative Director – Publicis North America <ul style="list-style-type: none">• Ideate with Creative Director copywriter on key brand projects for Bridgestone, TruGreen, Delta Dental, Bohemia, Promised Land Dairy and all pitch projects• Responsible for guiding the development of assigned creative teams and work• Review and provide creative feedback to creative teams of their work based on strategic direction, concepts and execution	Dallas, TX
03/2015 – 08/2015	Group Creative Director – TBWA\Hunt Lascaris <ul style="list-style-type: none">• Manage all creative for Standard Bank across multiple countries in Africa, ensuring consistency and a high level of creative output• Manage all brand creative for Tiger Brands on a variety of different household brands• Collaborate with advertising partners and agencies to assure strategic buy-in on direction• Responsible for guiding the development of assigned creative teams and work• Review and provide creative feedback to creative teams of their work based on strategic direction, concepts and execution	Johannesburg, RSA
02/2009 – 02/2015	Creative Director – TBWA\Hunt Lascaris <ul style="list-style-type: none">• Manage all creative for Standard Bank, Distell, Visa (this included all the creative for the 2010 Fifa World Cup), Tiger Brands, Nissan, Mars Foods, Zamtel (Zambia), Steers, Rand Refinery and Qatar• Work with a senior copywriter on key projects for all of the above clients• Collaborate with advertising partners and agencies to assure strategic buy-in on direction• Responsible for guiding the development of assigned creative teams and work• Review and provide creative feedback to creative teams of their work based on strategic direction, concepts and execution	Johannesburg, RSA
12/2008 – 01/2009	Art Director – TBWA\Hunt Lascaris <ul style="list-style-type: none">• Work with a senior copywriter on key projects on Department of Health, Standard Bank, Neotel, Tiger Brands, Unisa, Nissan and Mars Foods	Johannesburg, RSA
04/2008 – 11/2008	Creative Director – TBWA\Tequila Johannesburg <ul style="list-style-type: none">• Work with a senior copywriter on IMC, SABC Airtime Sales, SAICA, Department of Health, Standard Bank, Neotel, Tiger Brands, Unisa and Nissan• Review and provide creative feedback to creative teams of their work based on strategic direction, concepts and execution	Johannesburg, RSA

- Experience
- 10/2004 – 03/2008 • Creative Group Head – TBWA\Tequila Johannesburg Johannesburg, RSA
Creative ideation and execution with multiple copywriters on Revlon and Standard Bank
 - 11/2000 – 09/2004 • Designer/Art Director – TBWA\Tequila Johannesburg Johannesburg, RSA
Creative ideation and execution for brands like MTN, SABC Airtime Sales, Standard Bank, SA Tourism, SAA, Revlon, City of Johannesburg, Tiger Brands and Sasol
 - 03/1998 – 10/2000 • Designer – Cross Colours Ink Johannesburg, RSA
Creative ideation and execution for brands like Nando's Chicken, Oracle airtime sales, ESPN and Daimler

EDUCATION

East London Technical College (South Africa)
Diploma in Graphic Design (3 distinctions)

- SKILLS
- +10 years experience in a Creative Director role
 - Experience delivering creative across multiple mediums and channels
 - Staying up to date on latest technology, digital and social media advancements
 - Strong presentation skills and willingness to build client relationships
 - Proven award-winning track record throughout career
 - Fluent in inDesign, Photoshop and Illustrator
 - A collaborative team player, who puts team success above personal achievements
 - Hungry! But is that really a skill?