Richard Lieberman

Creative direction | Brand strategy | Concepts and copywriting
richard.lieberman@gmail.com | 07983 507839

Seasoned creative leader; passionate creative professional.
Doing great work is as important to me as *inspiring* it.

Today's marketing is exciting and complex. It integrates so many once isolated disciplines. Brand, strategy, creative, data, digital, technology, personalisation, UX, commercial objectives and results – they're all interdependent and interlinked.

Creative describes an approach, not just an execution. It's a way of defining and solving problems, which is increasingly what clients expect us to achieve.

Multi-disciplinary collaboration is the new agency norm. Barriers between account handling, planning, creative and digital teams – or indeed an agency and its clients and partners – have no place in what we do.

Nothing is new. The best brand, marketing and creative communications have always influenced the way people think, act and feel. They've always had cultural impact and relevance; always used ideas, stories and experiences to build relationships between organisations and people. And they've always been about applying creativity with purpose. Now, more than ever, that's what's needed most.

An agency is only as good as its relationship with clients. Trust, respect and like-mindedness go a long way. But our job is to think *for* clients, not *like* them. From there, we should accept being held accountable for the value we add. The best marketing proposal in theory is useless unless it delivers a measurable result in practice.

Defined budgets breed the best work. They set realistic expectations. They demand attainable objectives. They dictate appropriate timeframes. They require audience profiling and prioritisation. They provide proper parameters for creativity. They necessitate fresh ideas and innovation. And they establish more productive collaboration – for an agency, and its clients.

Brand content has become more than a message. It's an experience. It's rich, targeted, personalised and contextual. It's integrated, sharable, participatory and useful. And it blurs all boundaries between media, technologies, organisations and people.

Short-term thinking is short-sighted. And it's the enemy of successful brand and marketing activities. Timely and tactical executions can work, but they're far stronger if they feed off – and into – a bigger-picture story or idea.

Cultures change and human behaviours evolve. Staying one step ahead requires an interest in the world, beyond the world of marketing. As well as craft, science and technology, there's room for art, intuition and empathy in what we do.

Marketing is all about people. The people who commission the work. The people who create it. And the people who consume it. Finding the human angle is nothing less than essential.

If you've got this far, we should talk.

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Employment

Oct '15 – Apr '18 inVentiv/Syneos Health Communications, London
Executive Creative Director, Europe
Clients: Bayer, Nestlé, Novo Nordisk, Biogen, Shire, AbbVie.
I sat on the executive leadership team and was responsible for creative output across advertising, medical communications and PR. I managed over 40 creative professionals in London; oversaw teams in Munich and Paris; and formally collaborated with counterparts across the US. Key to my approach was helping clients find the human angle. That's where I focused our creative efforts and purpose.

Aug '12 – May '15 twogether, Marlow
Creative Director
Clients: Symantec, VMware, Motorola, SunGard, Lenovo, Intuit.
I established a new vision and direction for the agency, leading its rebrand and restructuring the creative department. I managed an in-house team of over 20, and put in place an entirely new operational process and way of working with clients.

Jul '09 – Aug '12 Second2, Beaconsfield
Associate Creative Director
Clients: Avaya, Toshiba, Symantec, Hitachi, Psion, Kcom, Brocade.
I helped win new business globally, culminating in a Top 10 position in the UK B2B Agency League Table in 2011.

Apr '09 – Sep '09 Concep Global, London
Senior creative, freelance
Clients: Auto Trader, Plantronics.

May '08 – Mar '09 Jack Morton Worldwide, London
Lead creative
Clients: Nokia. I helped develop the global launch campaign for Nokia's Email Messaging service with Lowe London and W+K.

Mar '07 – Apr '08 McCann-Erickson, London
Creative copywriter
Clients: BMW Motorcycles, HP, Nestlé, Nortel, Lufthansa Airlines.
I provided copy and concepts for B2C and B2B campaigns in EMEA.

May '06 – Mar '07 p'ZAZ Ltd, London and Amsterdam
Creative director
Clients: Yamaha Europe, MBK. From London, I managed a team in Amsterdam to produce brand and marketing materials across Europe.

Jan '06 – Apr '06 International
Senior creative copywriter, freelance contracts
Clients: Skyymedia, Billy Jealousy and Nozio.

Jul '05 – Dec '05 SkyyMedia, Inc, Dallas, USA
Chief copywriter
Clients: Henry S. Miller Group, Cowboy Cool, Al Coker and Associates.

Jan '04 – Jul '05 Aars & Wells, Inc., Dallas, USA
Lead copywriter
Clients: CompUSA, A&C Plastics Inc, Billy Jealousy.

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Education

Jan '04 – Jun '04	Texas Christian University (TCU) **MSc Advertising/PR (5-month intensive conversion course)**
April '03 – May '03	Via Lingua, Florence **Certificate of Teaching English as a Foreign Language (CTEFL)**
Sep '00 – Jul '01	University of London British Institute in Paris **Professional Certificate in French & English Translation (BICFET)**
Sep '96 – Jul '00	University College London (UCL) **BA (Hons) degree in French and German** 2.1 obtained with Distinction in German oral proficiency