

# CHRIS HART INTEGRATED CREATIVE

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## **Employment:**

### **Freelance ACD**

**January 2018 - Present**

During my time as a freelancer I've worked on multiple clients and won several pitches across social, digital, experiential, activation and ATL.

### **Geometry Global London – ACD**

**May 2017 - December 2017**

I ran the launch of a global digital platform for Geometry's biggest client, BAT. My team consisted of a mixture of writers, 2D designers and UX/UI designers, working on content, UX, UI, TOV and campaign look and feel. We also collaborated with 2 other teams at Kantar London and Krealinks Paris, to build a consumer database on the back of the project.

### **Ogilvy Action/Geometry Global Dubai - ACD**

**January 2012 - April 2017**

Initially I was hired to support the ECD across the agency's local and regional clients. This entailed creating campaigns that traversed both the cultural diversity of Dubai and the geographical nuances of the MENA region. After-all, what works in Lebanon does not necessarily go down well in Saudi or Ukraine.

My role quickly evolved to partner the new Regional CD for BAT. Together we ran the regional hub developing each of BAT's brands from a strategic standpoint and also working closely with the end markets to help them bring this to life. This involved creating tool kits, containing everything from a manifesto and TOV to style guides and UX design.

Whilst managing our Dubai team, I also led creative pitches and supported on all of Geometry's other major clients: Audi, Mercedes, Sprite, Reebok, Heineken, Coca-Cola, Mentos, Jumeirah Hotels, National Bank of Abu Dhabi, Castrol, Dove and Pond's to name a few.

Together we became part of the Middle East's network of the year and on a personal note, I won several international awards in the process - Cannes, D&AD, One Show, Clio and LIA.

### **JWT Melbourne - Senior Creative**

**May 2009 - August 2010**

We worked primarily on JWT's key account, launching one of Ford's biggest ever multi-national campaigns, on the flagship brands Mondeo, Territory and Falcon. We also created successful product launches for Kraft's Natural Block Cheese and Philadelphia Cream for Cooking.

### **Nexus/Hakuhodo UK - June 2008 - May 2009**

**Ogilvy & Mather London - June 2002 - August 2007**

**Saatchi & Saatchi London - June 2001 - December 2001**

### **Freelance Experience:**

**Aug 2007 - Jun 2008, Jan 2011 - Jan 2012, Dec 2017 - Present**

Octagon - Rankin - All Together Now - Geometry Global Budapest - FCB Health - 5x5 - BBD  
Perfect Storm - Nonsense - Landor - W2O - Space - VML - VCCP - Lowe - Hurrell, Mosely,  
Dawson & Grimmer - Brothers & Sisters - Mortimer, Whittaker & O'Sullivan - Mather - Publicis -  
Nexus/Hakuhodo - Maher Bird Associates - Billington Cartmell - Green Cave People

## **Key Clients:**

Aloha Tuna, Audi, American Express, American Garden, BAT, Bailey's, Barclays, BP, Burj Al Arab (Jumeirah Hotel Group, Dubai), Callaway, Campaign Against Living Miserably, Castrol, Club 18-30, Comfort, Coca-Cola, Diamond Tin Foils, Disney, Dove, Emirates Holidays, Ford, Foster's, Hellmann's, Heineken, Honda, Kraft, Lucozade, Mall of the Emirates, Mercedes, Munch Bunch, National Bank of Abu Dhabi, Nestle, Ocado, Sanofi, Philadelphia, Ponds, Royal Bakers, Sawa Mnjah, Slimfast, Sprite, Takeda, Telekom, Vegemite, VW, Yas Island (Abu Dhabi)

## **Advertising Awards:**

One Show - 2 Gold, 2 Silver, 7 Finalist  
Cannes - 1 Silver, 2 Bronze, 4 Finalist  
D&AD - 1 In Book  
Clio - 2 Gold, 1 Bronze, 1 Finalist  
LIA - 1 Grand Prix, 4 Gold, 2 Silver, 1 Finalist  
New York Festival - 1 Grand Prix, 1 Gold, 2 Bronze  
Jay Chiat - 1 Gold  
Creative Circle - 1 Finalist  
Campaign Poster - 1 Finalist  
The Loeries - 2 Gold, 2 Silver, 1 Bronze, 2 Finalist  
Dubai Lynx - 7 Finalist  
Epica - 1 Silver  
Award Awards - 1 Finalist

## **Training:**

2018 Code Academy (on-going) - HTML, CSS, Python, Javascript  
2015 D&AD Writing for Advertising  
2013 Presentation Skills  
2007 Introduction to InDesign  
2007 Selling Your Ideas  
2005 D&AD Fireproofing Your Ideas

## **Core Computing Skills:**

Photoshop, Illustrator, Sketch, In-Vision, Keynote, In-Design, Final Cut

## **Education:**

1998 - 2001 - BA (Hons) Marketing, University of Northumbria at Newcastle  
1988 - 1997 - Secondary Education, Newcastle Royal Grammar School