

CHRIS HART INTEGRATED CREATIVE

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Employment:

Freelance ACD

December 2017 - Present

I've worked at several agencies during this time, but one of the highlights has been winning the global digital pitch for Baileys with VML London.

Geometry Global London – ACD (Contract)

May 2017 - December 2017

I ran the launch of a global digital platform for Geometry's biggest client, BAT. The team consisted of 6 internally, a mixture of writers, designers and digital designers. Together we collaborated with 2 other teams at Kantar London and Krealinks Paris, on TOV and consistency, visual content, design, UX and database building.

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 even 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

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, 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