
DAVID FLEETWOOD



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OBJECTIVE

To create and deliver World-class
communication through clarity of
message and creativity

SKILLS

EXPERIENCE

FREELANCE COPYWRITER/CREATIVE DIRECTOR

Various. Feb 2017 - Present

Founded 'David Fleetwood Ltd'. Worked for several leading agencies in the UK and Europe – highlights include the TV launch of 'eve' mattresses and the creation of SKY's Crime channel.

ASSOCIATE CREATIVE DIRECTOR

M&C Saatchi, London May 2006 - Dec 2016

Heading up the huge RBS/NatWest account. As well as producing award-winning work for PHE's Change4Life. Other clients included: Fosters, Kronenburg 1664, HM Government, Amoy, Transport for London, Direct Line, Hyundai UK, East Midlands Trains, Siemens Energy, ITV

SENIOR COPYWRITER

VCCP, London 2003 - 2005

Campaigns for Hyundai UK. Trebor. O2. Pataks. Gala Bingo

CREATIVE DIRECTOR

OWN+P London 2001 - 2003

Running a small, but dedicated, creative department for the UK office of Odiorne, Wilde, Narraway + Partners, the San Francisco hot shop looking after the huge EA Sports/EA Games brand.

Other clients: CAPCOM. Squaresoft. Mike's Hard Lemonade

COPYWRITER

Partners BDDH, London 1997 - 2001

High profile campaigns for Mercedes Benz UK, The Co-operative Bank, Camerons beer, Captain Morgan's Spiced

COPYWRITER

Butterfield Day Devito Hockney, London 1994 - 1997

High profile campaigns for Hosta (Mr.Tom), BT Business, 3DO, Christian Aid, The Labour Party

CONTINUES...



I'm a thinker. A writer. A provocateur. A creator of the unique. I apply my creative skills to my personal skills. I have a proven track record in winning new business and I'm fabulous with clients.

Awards so far include:

D&AD Pencil - Sugar Smart App.
Creative Circle 2017 - Silver in Mobile. Sugar Smart App.
One Show Award 2017 - Sugar Smart App.
Cannes Lion - Sugar Smart App.
Campaign Big Awards Silver (x2) - Sugar Smart App.
Campaign Big Awards Shortlist: TFL - Fares and Ticketing.
One Show Shortlist: TFL - Fares and Ticketing.
Campaign Posters - Wonderbra.
D&AD entry - Hosta (Mr. Tom).

JUNIOR COPYWRITER

Ogilvy & Mather, London 1993 - 1994

Clients: Ford, Nestle, Eagle Star Insurance, Guinness

JUNIOR COPYWRITER

Advertising Principles, Leeds 1992 - 1993

Clients: Matalan, Green Flag, Seven Seas Healthcare, Saga

EDUCATION

LEEDS UNIVERSITY – ENGLISH BA

Leeds University 1988 - 1992

Also:

Creative Circle course Manchester

Creative Circle course London

8 GCE – Level Grades/3 A-Level Grades

HOBBIES AND INTERESTS

I support Leeds United (well, someone has to.)

I have a sit-com in the making (doesn't everyone?)

I've been known to do a bit of stand-up comedy. (I've never died. Yet.)

I follow Radiohead everywhere. (On tour. I'm not a stalker!)

And I love a pub quiz.

