

email-muzz.design@mac.com - www.murrayjohns.com - murray johns blog - officerscribble.com

An all round creative having previous full time senior roles in full service network agencies through to small boutique heavy hitters. In this amazing fast moving snooze you loose industry, I'll drive big ideas, instil a craft culture with my wicked attention to detail. I'm a true collaborator who aims to reach higher and go further. I understand team roles having been a successful digital designer, professional editorial-advertising illustrator and an all round Creative-art director, and I can write the headline having picked up a few tips while partnered with some amazing writers. I'm quick and versatile while being considerate, drawing on my visualising and conceptualising strengths to communicate and bring to life brand propositions and creative briefs.

With me you can **'expect the unexpected'**. Get me at the start of your journey or pick me up along the way, I'll be a valuable, adaptive team player that will deliver simple effective campaign ideas, from fresh thinking brand content, launch comms to simple acquisition ideas.

I am passionate about craft, design, and storytelling; always being insatiably curious while solving the brief and exploring the creative outcomes, while always being open minded, with a divine discontent.





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- Conceptualising Creative/Art direction B2B to B2C Strategy
- 360 Brand activation Direct Response CRM-Brand Comms
- Network agency experience Presenting ideas -
- Adaptive Responsive to change Always on Fun to work with
- Proven record of delivery Directing multi disciplined teams
- Understands clients needs Understands consumer behaviour
- Curiosity Champion Design Advocate Crafting Digital Artist

experience

Brand highlights

- Lit up an Airbus A380 over Clapham the **biggest OOH for Emirates**
- Got Norwegians to break the ice, talking candidly about a taboo subject, their money, a big conversation with Mastercard
- Helped the nation 'Turn everyday places into wonderful spaces' flash mobs with Homebase
- Made a noise turning the iconic 'Can' into a hand held Karaoke microphone for Pringles
- Opened up new roads in 43 European countries - launching 9 new car lines for Chevrolet
- Doubled the effectiveness by casting, filming, 40 sets of twins for Double points - promotion for Nectar

Skills

Murray Johns B²B & B²C

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have a peek

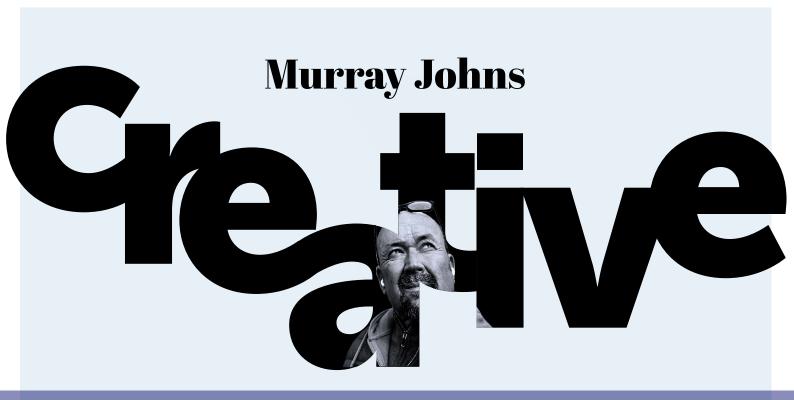
PRESENT	Creative Director (freelance) UNIGONS Agency Singapore
2023 - 2024	Creative Director/Partner (freelance) Creation Agency, Rooster Punk Mastercard, Lenovo, Micosoft, Virgin Money, Binance
2017 – 2023	Creative Diretcor/Partner (freelance) BBH direct, WDMP@IRIS, Rooster Punk Creation Agency, Publicis Poke, TMW, COLINSON, BETC PARIS, The Brand Conspiracy, Table19
2013 – 2017	Creative Director (Full time) GEOMETRY GLOBAL Now VLMY&R COMMERCE Vodafone, Emirates, Heineken, Nectar, Coke, Hertz, P&G, HSBC
2010 – 2013	Creative Director (Full time) G2 WORLDWIDE Emirates, Chevrolet, Pringles, P&G, Vodafone, Coke

Tasks and responsibilities

experience

- Pivotal role in driving big ideas, shaping the creative
- Led multiple pitch wins (Vodafone Heineken, HSBC, (to name a few)
- Producing shed loads of short form digital content. Short films from ideas to creative production
- Leading nurturing teams, and working closely with ECD's - Design Directors - Client Services. Directing and briefing teams on retained business and new project based work

- Understanding and deciphering the client brief, recognising innovative opportunities possible challenges
- Casting new talent for various integrated EMEA campaigns -Directing shoots on location in Europe and L.A. Live action and stills TV, Short form, Radio, Social, Brand experiences
- Regular reporting to the CEO, ECD's and stakeholders
- Rich craft experience with the ability to develop strategic thinking and concepts that result in compelling campaigns and creative work



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