


Murray Johns

Creative



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

about me

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.

skills



Murray Johns

Creative

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

Skills

- 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

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**

experience

Murray Johns

B²B & B²C

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

experience

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 Directcor/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

- 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

have a peek

Murray Johns

Creative

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

