

# Steve Williams

Name: Steve Williams

Occupation: Art Director / Creative Director

Email: [steve@nickandsteve.com](mailto:steve@nickandsteve.com)

Website: [nickandsteve.com](http://nickandsteve.com)  
[evenstick.com](http://evenstick.com)

Mobile: 0772 084 5686

Education: 2.1 Honours Degree in Advertising & Graphic Design,  
Buckinghamshire College/Brunel University

Relevant Skills:

- Adobe CC Photoshop, Illustrator & InDesign, Procreate
- Visualizing/storyboarding
- 360° thinker
- Client-facing experience
- Creative direction
- Creatively running pieces of business ranging from the multi-million to much more nimble accounts

## EXPERIENCE OVERVIEW:

Before making the conscious decision to freelance as a career path, I was at Big Communications for over a year, initially appointed as Senior Art Director, before being promoted to Creative Group Head within a month. I contributed to the successful acquisition of 4 out of 5 pitches within the first 3 months. Prior to this, I enjoyed a fruitful 2-year freelance period, mainly at Lowe, amongst other London-based Integrated, Digital and ATL agencies. This was after leaving Hooper Galton, where I spent 3 very enjoyable years as a full-time Creative Director / Senior Art Director. I spent my formative years, 8 to be precise, at TBWA\ London where I became a Creative Director; overseeing The Sun newspaper and Seeds of Change organic sauces accounts. During my time here, I gained valuable client-facing experience, along with learning to manage the delicate dispositions of the more junior creative teams. Besides receiving creative accolades for the aforementioned brands, I also won numerous awards for a long list of other blue chip clients.

## EXPERIENCE:

### 2012 – Freelance Creative Team

All sectors including FMCG, Automotive, Alcohol, Financial, Healthcare, B2B and IT. All media: ATL, Social Media, Experiential, Editorial content, Shopper marketing. Agencies include:

BBH	Leo Burnett	FP7 DXB Dubai	Grey Healthcare
The Marketing Store	VCCP	Momentum Mena Dubai	Wyatt International
R/GA London	Krow	Grey Dusseldorf	WAA/Chosen
McCann (Lon, Manc, Brist, Bham)	Cheetham Bell JWT	Iris	The Social Partners
Sapient	Forever Beta	Founded	KHWS
Ogilvy	TBWA/London	Publicis Healthcare	Mr.President

### 2011 – 2012 Big Communications, Leicester – CREATIVE GROUP HEAD / SENIOR ART DIRECTOR

- 2011 Appointed Creative Group Head – Blockbuster, Princes, Woodland Trust, Birmingham City University, Dominos, Graham plumbers merchant, Merrydown Cider, Targus

### 2009 – 2011 FREELANCE ART DIRECTOR

LOWE (worldwide) – freelance from March 2010 – Jan 2011

BMB, VCCP, JWT (Digital) Saatchi & Saatchi X (Shopper Marketing), Momentum UK (Events marketing/promotion), More Creative (Integrated), Adam & Eve

Accounts: Samsung, Starbucks, John Lewis, Confused.com, Standard Life, O2, Flybe, Deutsche Bank, Indian tourist board, Thailand tourist board, Kopparberg cider, Cif, Domestos, Nestlé, Baileys

### 2006 – 2009 Hooper Galton, London – CREATIVE DIRECTOR / ART DIRECTOR

- 2008 Appointed Creative Director – Pernod Ricard: Campo Viejo and Janine Stone Architecture & Design

Accounts: House of Fraser, Bertolli, National Express, Shelter, New Covent Garden Food Co

### 1998 – 2006 TBWA London – CREATIVE DIRECTOR / ART DIRECTOR

- 2004 Appointed Creative Director – The Sun newspaper, Seeds of Change organic sauces.

Accounts: Sony PlayStation, The Labour Party, Muller, TV Licensing, McCain, EuroStar, Twix, Pedigree, 3 mobile, Transport For London, Natwest, John Smith's bitter, Five, Dr.Martens, Adidas.

### 1996 – 1998 GGT, London – ART DIRECTOR

Accounts: Cadbury, Holsten Pils, Capital Radio, Living TV, Blockbuster, Nationwide, The Big Issue, Do It All, KP Skips, John Smith's Extra Smooth Bitter.

## CREATIVE AWARDS:

D&AD Silver nomination Best TV & Cinema writing (Graphite pencil)

3 x D&AD Annual entries (Wood pencils)

D&AD student yellow pencil - Outstanding radio advertising

Silver BTA Craft animation

Silver Creative Circle animation

Bronze Creative Circle Best Viral

Bronze New York Festivals

Gold Promax Awards Best TV campaign under £40,000

2 x Campaign Press commendation

2 x Campaign Posters finalist

2 x Cannes Outdoor finalist

The One Show finalist VIRAL

## REFERENCE:

Trevor Beattie. Executive Creative Director/Co-Founder BMB Phone: 0783 149 0302

# Nick Carter

Name: Nick Carter

Occupation: Copywriter / Creative Director

Email: [nick@nickandsteve.com](mailto:nick@nickandsteve.com)

Website: [nickandsteve.com](http://nickandsteve.com)  
[evenstick.com](http://evenstick.com)

Mobile: 0781 457 3733

Relevant

Skills:

- 360° thinker
- Excellent developer of strategies
- A strong verbal and written communicator
- Creative direction
- Client-facing experience
- Creatively running big pieces of business

## EXPERIENCE OVERVIEW:

I met Steve over 15 years ago at TBWA. We finally teamed up when Steve joined Big Communications and needed a partner to join him as Creative Group Head. Before this, I've had the pleasure of working at some of the best agencies in London, as well as the regions. I started at McCann Manchester where I cut my teeth in the Direct Mail department. Here I learnt how to write compelling copy. After a while I made the transition to a more integrated role, strengthening my ATL skills and embracing the opportunities within digital. Over the years I have looked after many famous brands and played an integral part in numerous successful pitch wins.

## EXPERIENCE:

### **2012 – Freelance Creative Team**

All sectors including FMCG, Automotive, Alcohol, Financial, Healthcare, B2B and IT. All media: ATL, Social Media, Experiential, Editorial content, Shopper marketing. Agencies include:

BBH	Leo Burnett	FP7 DXB Dubai	Grey Healthcare
The Marketing Store	VCCP	Momentum Mena Dubai	Wyatt International
R/GA London	Krow	Grey Dusseldorf	WAA/Chosen
McCann (Lon, Manc, Brist, Bham)	Cheetham Bell JWT	Iris	The Social Partners
Sapient	Forever Beta	Founded	KHWS
Ogilvy	TBWA/London	Publicis Healthcare	Mr.President

### **2011 – 2012 Big Communications – Senior Copywriter/ Creative Group Head**

Creative Group Head on Princes, Dominos, Merrydown Cider, Aqua Pura, Birmingham Uni, Blockbuster.

### **2010 – 2011 Rees Bradley Hepburn – Senior Copywriter/ Creative Group Head**

Working through the line, as well as on digital and social media campaigns for clients, Landrover, Eveden, Social Radar, Church End Brewery and Screwfix.

### **2009 – 2010 Freelance Copywriter**

Achievements include the 'Save a Species' campaign for Kew Gardens. Playing a vital role in the Vodafone business mobile pitch win. Adidas Christmas promotion and the London Zoo 'Adopt An Animal' Christmas campaign.

### **2004 – 2009 Robson Brown – Copywriter**

I produced award-winning campaigns for Dreams, Flymo, Chester Zoo and Malmaison. I was integral in the £3M Manchester Arndale account win and I helped increase Dalton Park's revenue by 46%.

### **2000 – 2004 Freelance Copywriter**

Agencies include Saatchi & Saatchi, WCRS, Publicis, TBWA. I worked on the award-winning Army account and helped develop the strategy for the £4M Velvet tissue pitch win. I also produced creative for the prestigious BMW, Mini, Martini, Kingsmill and McVitie accounts.

### **1999 – 2000 Travelled through Australia, Thailand, Nepal and India**

### **1997 – 1999 Poulter Partners – Copywriter**

I wrote press ads for British Glass, Hartleys, Kumala and Pentel. I worked on sales promotion for Woodpecker Cider, Joe Bloggs and Britvic and produced direct mail for Atlantic Telecom, MBNA credit cards and McCains.

### **1997 – 1999 McCann – Copywriter**

I helped launch the direct side of Bradford and Bingley mortgages. I also created direct mail for Next, the Bank of Scotland and Peugeot.

## REFERENCE:

Nick Hastings, Executive Creative Director/ Founder of Krow Communications Phone: 020 7549 5800