

Iain Harrison, Copywriter / Creative Director

Curriculum Vitae

Details

Iain Harrison
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Key Attributes

Channel agnostic: digital creative with extensive DM and ATL experience.

Excellent conceptual, writing and client-facing skills; fast turnaround.

Extensive experience of creating 360-degree pan-European and global campaigns; experience of managing and nurturing creative teams through all stages of project development from briefings and initial concepts to final delivery.

Proactive in dealings with all agency departments to ensure projects are adequately resourced and delivered on time and on budget.

Agencies

Oct 10 – Present Woolley Pau, Deputy Creative Director

I was brought in to add digital skills to this highly-respected print-based pharmaceutical agency. I worked across several clients, developing online films for G.E., print campaigns for Smith & Nephew, integrated campaigns for Galderma and revamping the agency's own site. Along with this, I put digital at the heart of several pitches, assembling bespoke teams that comprised strategists, SEO experts, designers and project managers.

Feb 09 – Oct 10 Digitas, Associate Creative Director

Working on P&G accounts (notably Ariel and head & shoulders), I made a positive difference to the agency's creative output. On both Ariel and h&s, I worked on pan-European platforms, from umbrella concepts to final delivery, liaising across several disciplines to ensure projects were innovative, as well as effective. These included distributed content strategies which opened several new digital channels for P&G and new revenue for Digitas. I also worked closely in a 360 capacity with Saatchi's, Saatchi X and Landor.

In October, I became the ACD of Digitas' fledgling Healthcare start-up. Also responsible for defining and nurturing goals of junior staff; knowledge of running 360 GDP development plan.

July 08 – Feb 09 Freelance

This included a long contract at Wunderman working on ford.co.uk, the re-launch of the Ford Ka and at altogether (WCRS' digital arm) as acting Creative Director.

Oct 07 – July 08 Tequila, Digital Associate Creative Director

Within three months of joining, I'd helped pull in £1 million of new business from Kempinski luxury hotels. Not bad for an agency with an integrated new business target of £1.3 million. I also helped launch an agency-wide digital training programme.

April – Oct 07 Freelance

A short spell at Full6 before three months at DLKW where I worked on the Halifax (online advertising and the launch of halifaxstudent.co.uk), HBOs and Vauxhall/Opel.

May 03 – Apr 07 Harrison Troughton Wunderman/Wunderman Interactive, London

Started freelance before being hired full-time as Senior Writer in June 03. Promoted to Interactive Head of Copy in February 2006.

Responsible for development of digital creative for Ford, Land Rover, Microsoft, Motorola, Learn Direct, Macmillan Cancer Relief and Hotels.com. Grew the writing team and created a moat of freelance talent. Managed creative teams on projects from initial briefing to launch. Responsible for raising internal creative standards, including formulating creative training programmes.

Won accounts from Nintendo, Macmillan Cancer Relief, Hotels.com, The Phobics Society and Morgan Lovell. Won several ad-hoc projects from Vodafone.

Oct 02 EHS Brann, Leeds (freelance)

May 03 Your Communications, Consumer Credit Counselling Service
Digital, DM

Jun 01 McCann Erickson, Manchester

Oct 02 Peugeot, Sainsbury's Bank, C.P. Hart
DM, Press, Digital, Poster, TV

Nov 00 Poulterpartners, Leeds

Jun 01 M& S Financial Services, William Hill, Schweppes, ThermoLab Systems
DM, Promotional, Press, Digital, TV, Radio

Jun 97 J Walter Thompson, Manchester.

Nov 00 Jaguar, Kraft General Foods, Shell, Alton Towers, TNT, .comdirect)
DM, Press, Poster, TV, Digital, Radio

Sept 95 Ogilvy & Mather Direct (OgilvyOne), London.

Jun 97 IBM, The Times, Netcom, British Philatelic Bureau, BUPA
DM, Press, Poster, Radio, Digital

Jul 95 GGT Direct, London.

Sept 95 Royal Bank of Scotland, RAC, The Daily Telegraph.
DM

Dec 94 - Chiat/Day (St Lukes), London.

July 95 Nickelodeon, Midland Bank.
DM, Press, Digital

Apr 94 **Impact FCA! London.**
 Dec 94 Accolade Computer Games, Lever Bros, CAFOD, BTEC Marriott Hotels
 DM, Press, Poster, TV
 Nov 91 **Ogilvy and Mather Direct, London.**
 Apr 94 Microsoft, Compaq, National Geographic, British Gas, Save the Children
 DM, Press, Poster
 Aug 88 **Chapter One Direct, Gloucestershire.**
 Oct 91 British Red Cross, Radio Rentals, North West Bank, Scope
 DM

Awards

2008 **Interactive Automotive Advertising Awards.** Gold. England's Real Passion.
International Marketing and Advertising Awards.
 Gold. Best use of Sponsorship. Carbonfootprint.com
 Commended. England's Real Passion.
2007 **International Marketing and Advertising Awards.** Gold. Ford. 'S-Max your life'.
2006 **Interactive Automotive Advertising Awards.** Silver. Land Rover. Azizbazaar.com
2006 **Interactive Automotive Advertising Awards.** Bronze. Land Rover.
 GoBeyond.com
2005 **OMNI Awards.** Gold. Best website. Microsoft Unplugged.
2004 **Cannes.** Silver. Best use of alternative media. The Phobics Society.
2003 **Omni Awards.** Silver. Best banner campaign. Land Rover.
1995 **Direct Response Awards.** Gold. Copywriting. Accolade Computer Games.
Direct Response Awards. Gold. Consumer Low Volume. Accolade.
British Direct Marketing Awards. Bronze. Copywriting. Accolade.
British Direct Marketing Awards. Silver. Royal Bank of Scotland.
Institute of Sales Promotion. Gold. Consumer. Accolade Computer Games.
1993 **Direct Response Awards.** Gold. Low Volume. Microsoft.
John Caples Awards. Silver. Business to Business. Microsoft.
British Direct Marketing Awards. Silver. Fundraising,. British Red Cross.
1990 **European Direct Marketing Awards.** Silver. Fundraising. British Red Cross.
British Direct Marketing Awards. Gold. Fundraising. Scope.

Interests

Music. If it's out there and out there, I'll love it. From the Antarctic Free Jazz scene to Tajikistani klezmer-grime, it's all good. Used to have my own recording studio. **Art.** I'll travel for a good art show, and not just into Zone 1. 5,000 Dada pieces at the Pompidou was my idea of heaven. **Film.** Highbrow, lowbrow – it's all good. **Reading.** I'm an avid reader of everything from Amis and Murakami to Steampunk and crime. **Travel.** I've travelled through Europe, visited India, Morocco and the US. That's nowhere near enough. **Walking.** Far, far from the madding crowds of Oxford St. Oh yes.