

# Matt Turrell

## Creative Director



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### Summary:

- Award-winning Creative Director
- Multi channel experience
- Strategic thinker
- Meticulous in planning and execution
- Team collaborator
- Decisive and builds trust

### Creative disciplines:

- 360 integrated work
- Immersive digital experiences
- Documentary film making
- TV commercials
- Social campaigns and platforms
- Crafted print work
- Branded content
- Design & Branding

### Business leadership:

- 78% of all pitches won in the last 4 years
- £41m brand business won in the last 10 years
- Executive client engagement
- Created new agency positionings

### Client expertise:

- FMCG (P&G, Dairy Crest, Visa, Colgate, Vodafone),
- Wellness (GSK, Pfizer, Idis, Leo, Abbvie)
- Public Sector (UK Government, AUS Government)
- IT (Microsoft, Nokia, Toshiba, Samsung, BBC).

### Team management:

- Overseen 4 agency creative departments
- Builds culture as a creative leader
- Resource management and team delegation
- Nurtures success in work and people
- Leads by example with a collaborative approach

### Achievements:

- Cannes Lions Health Agency of the Year
- 50+ International awards
- Including 5 x Cannes Lions
- Ranked Top 25 CD (Creativepool)
- Ranked Top 25 Digital CD (Creativepool)

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**Employment:**  
**Executive Creative Director**  
**McCann Health**  
**July 2017 - now**

- Management team
- Oversee all creative output
- Installing an award winning culture

**Creative Director**  
**Freelance**  
**Sept 2016 - June 2017**

- Pitch winning success at McCann and Geometry Global
- Working as an individual CD and in a team
- Consultant to small businesses

**Creative Director**  
**Breakthrough**  
**Jan 2015 - August 2016**

- As management team member built up creative dept from 6 to 25+ designers, developers, writers, art directors and UX
- Developed UK Gov behavioural change communications
- Won Australian Government communications account
- Cannes Lion for Design 2016

**Creative Director**  
**Langland**  
**September 2012 - October 2014**

- Joined Langland as a management team member
- Game changed Langland's digital reputation
- Created 'Ideas for a healthier World'
- Won Cannes Lions Health Agency of the Year 2014
- Created world's most awarded healthcare campaign

**Associate & Creative Director**  
**VML London**  
**April 2010 - September 2011**

- Oversaw Microsoft, BBC iPlayer and Colgate
- Won Premier League and Gatorade digital accounts
- Promoted to Creative Director
- Nurtured designers and creative teams

**Founding Partner**  
**Tokyo, Red Alert!**  
**2008 - 2010**

- Started a design studio working with local clients
- Launched Toppers Tea as a new hand picked tea brand to market with new packaging and communications

**Creative Director**  
**Grey London**  
**May 2002 - November 2008**  
**EMEA CD for Visa, Nokia and Fairy UK**

- Joined Grey as CD on all GSK accounts
- Made EMEA CD for Visa International, Nokia and Fairy
- Pitch wins for Utterly Butterly and Cathedral City
- Won first ever Cannes Lion for Visa International

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#### **Creative Director**

**PTK London**

**February 1998 - May 2002**

- Made Sensodyne, Nytol and Piriton household favourites
- Held onto the Sensodyne account after a global pitch with Grey Group who later bought PTK London



#### **Art Director**

**Saatchi & Saatchi Dubai**

**May 1994 - July 1997**

- Worked under the CD at Saatchi & Saatchi
- Looked after Pizza Hut, Etisalat, Mashreq Bank and Lucky Strike
- Produced multi faceted international communications



#### **Art Director**

**Y&R London**

**Oct 1992 - April 1994**

- Made my first two commercials on placement
- Cut advertising teeth working on KFC, Colgate, Army, British Gas, Xerox, Fosters and Walkers Crisps

#### **Education:**

**Hounslow College**

Advertising + Design

**Portsmouth College of Art**

Visual Communication + Design

**Peter Symonds College**

Art, Art History, 3D Design, Photography

**Henry Beaufort School**

Art, Biology, Design & Technology, English, Maths, Music, History



#### **Award Juries & Mentor:**

- New York Globals
- The Lovie Awards
- The Webby Awards
- Executive Academy Member IADAS  
(International Academy of Digital Arts and Sciences)
- MA Student Mentor, Royal College of Art



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## Honors & Awards:

- The Annual - Creative Review 2017
- Merit - Poster, Graphis 2017
- Merit - Logo Design, Graphis 2017
- Bronze Lion - Design, Cannes Lions 2016
- Silver - Poster Design, Graphis 2016
- Silver Lion - Campaign, Cannes Lions Health 2014
- Silver Lion - Film, Cannes Lions Health 2014
- Bronze Lion - Website, Cannes Lions Health 2014
- Best of Show - IPA Best of Health Awards 2014
- Best Use of Art Direction - IPA Best of Health 2014
- Gold - IPA Best of Health Awards 2014
- Silver x 8 - IPA Best of Health Awards 2014
- Bronze x 6 - IPA Best of Health Awards 2014
- Webby Award Honouree x 2 - 2014
- Site of the Day - AWWARDS 2014
- Honourable Mention x 2 - AWWARDS 2014
- Winner - Print, PM Society Awards 2014
- Silver x 2 - MM&M Awards 2014
- Winner - Website, The Creative Floor Awards 2014
- Grand Global - 360 Campaign, 2013
- Global Award - Web Design, 2013
- Global Award - UX, 2013
- Global Award - Cinematography, 2013
- Global Award - Cinematography, 2013
- Global Award - Direction, 2013
- Global Award - Online Media, 2013
- Silver Clio - Integrated Campaign, Clio's 2013
- Gold - Website, Rx 2013
- Site of the Day - AWWARDS 2013
- Honourable mention - AWWARDS 2013
- Winner - Craft, PM Digital Awards 2013
- Gold - Posters, Graphis 2008
- Bronze Lion - OOH, Cannes Lions 2006
- Finalist - New York Festivals 2005
- Winner - Website, IPA Best Of Health 2002
- Winner - AME Effectiveness, 2001