

**Matt Turrell**  
Creative Director



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**Summary:**

- Award-winning Creative Director
- Multi channel experience
- Strategic thinker
- Meticulous in planning and execution
- Team builder and 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, Merck, Novo Nordisk, 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
- 80+ 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 - March 2019

- Management team member
- Global CD for GSK respiratory
- As ECD won 30+ International awards



**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, Product Design, Photography

**Henry Beaufort School**

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



**Award Juries & Mentoring:**

- New York Globals
- The Lovie Awards
- The Webby Awards
- Executive Academy Member IADAS



IADAS

(International Academy of Digital Arts and Sciences)



- MA Student Mentor, Royal College of Art

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#### Personal Honors & Awards:

- Bronze - Editing, Clio's 2018
- Bronze - Cinematography, Clio's 2018
- Silver - Film, Epica 2018
- Gold, Silver, Bronze - Integrated, Print, PM Awards 2018
- Winner x 5 - The Creative Floor Awards 2018
- 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 - AWWWARDS 2014
- Honourable Mention x 2 - AWWWARDS 2014
- Gold - 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 - AWWWARDS 2013
- Honourable mention - AWWWARDS 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