



STEVE MAWHINNEY CREATIVE

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- Award-winning creative with an impressive track record of managing and creating work for global brands in the UK, France and in the US.
- Proven ability to produce effective, talked about campaigns across all media that boosted clients market share and agencies bank balance.
- Has demonstrated the qualities to lead and inspire a creative department to new levels of success as CD, and as Creative Partner; was instrumental in the opening and development of a new TBWA network agency in a highly competitive market.
- Strong communication and interpersonal skills have contributed in leading and winning numerous new business pitches and maintaining excellent relations with clients and colleagues.
- Professional at all times, passionate about the craft and maintains a child like enthusiasm for creating strong brands and the most original communications.

WORK HISTORY

2009 - 2010 Creative Consultant, Ubisoft Entertainment.

Working alongside the International Brand Development Marketing Team responsible for conception and creation of key assets, devising marketing strategies and positionings, creative overviews and brand DNAs for new video game launches. Worked on Far Cry, Ghost Recon, Driver, Imagine and Shape.

2008 - 2009 Jr. Art Director, freelance. Attik, Razorfish and McCann Worldgroup JF.

Projects included: A successful Lexus pitch. Nos, energy drink pitch. Designed a joint industry report for Razorfish and CafeMom. Designed landing pages for the relaunch of the Visa Go Global Gateway. National relaunch campaign for Microsoft OneCare consisting of multiple online banners, online videos/virals, national press and street teams. Created conference theme, video case studies, video bumpers and interactive display stands for the Microsoft MGX World Subs Conference, Atlanta, 2008. Print and online banner campaigns for HP.

2007 Associate Creative Director, Frame, Glasgow.

Partnered with ECD across all Frame's clients including Subway, Bulmers Cider and Gala Bingo. Key member of lead team on new business pitches.

Head of Art on all Subway UK print and in-store promotional material. Implemented a brand photographic style for all Subway Food photography. Policed the branding for advertising, POP, promotional material and menu boards for 1,100 Subway stores throughout the UK.

2005 - 2007 Freelance Creative, London, Manchester, Edinburgh.

TBWA London: Worked on Adidas, Sony PSP, PSP Sing Star, PSP Football Manager, Eurostar, Eithad Airlines, global Orange pitch.

TBWA Manchester: Worked on Morphy Richards Electronics pitch and Morrisons supermarket pitch.

JWT Cheetham Bell, Manchester: Worked on European TV brief for Veet Hair Removal Creme.

McCann Manchester: Worked on European print and outdoor campaign for Dr. Scholl Footcare products.

2003 - 2005 Joint Creative Partner, TBWA Edinburgh.

Appointed by Trevor Beattie to start-up an Edinburgh office within the TBWA network. With the management team we worked tirelessly pursuing new business, presenting credentials, pitching and overseeing the creative product. Responsible for running the creative department, putting key personnel in place for studio and traffic, art buying, TV production and painting the agency front door.

Clients: Base London (mens Fashion brand), The Sun and News of the World newspapers, Edinburgh Zoo, Jenners Department Store, the Sea Fish Industry Authority, Isle of Jura malt whisky, Shepherd & Wedderburn law firm and The Labour Party.

1996 - 2003 Associate Creative Director, Fauld's Advertising, Edinburgh.

Poached from London to be creative lead on new won BMI airline account. Promoted to Associate Creative Director in 2001 after producing pitch and award winning work on various accounts. Responsible for deputizing in ECD's absence and overseeing a creative department of 5 teams, Creative Director on the BMI account and part of the lead team on pitches.

Clients: BMI (airline), AutoTrader (magazine), Direct Line (Financial services), Royal Bank of Scotland (Financial), EMAP (radio stations), Black Bottle (whisky), Kwik-Fit (tyre and exhaust fitters), The Macallan (whisky), McEwans Ale, Big Issue (magazine sold by the homeless), Scottish Executive (public sector/Government).

1991 - 1996 Jr. Art Director, JWT, London.

Created and produced award-winning work on a variety of accounts including: Kellogg's, Unilever (Pencil, Andrex, Nestle (FAB ice lollies, Kit Kat, Rolo, Yorkie), Warner Lambert (Benlyn cough mixture, Remegel), Old Holborn rolling tobacco, Nuclear Electric, SSAFA (charity for ex-servicemen), Elida Gibbs (Timotei shampoo), and British Telecom Share Offer. Also worked at JWT Paris and JWT Milan.

EDUCATION

Manchester Polytechnic - BA with First Class Honours in Communication Media. Graduated in 1991.

External advertising tutor at the Edinburgh College of Art and organizer of student workshops for British Design and Art Direction (D&AD).

AWARDS

D&AD (Worldwide), Creative Circle (UK), Campaign Posters (UK), Epica (European), Campaign Press (UK), Roses Awards (for agencies outside of London), Scottish Advertising Awards.