

MIKE INSLEY - Creative / CD / Art Director / Director / Designer / Copywriter

I am a multidisciplinary, conceptual creative with over 15 years experience working in advertising, film, design and print across the UK and London. I thrive in varied, fast-paced environments, collaborating with teams, leading creative development and liaising and presenting to stakeholders.

From ideation to launch I enjoy the whole creative process, using strategic thinking, hands-on art direction, design and production skills to individually solve each brief its own way.

I have created award-winning, crafted work for a wide range of campaigns and creative work across all channels (including ATL, digital, experiential and social), working both agency and client-side.

Adept at using the Adobe Creative Suite and AI tools to bring ideas to life and experienced in production and post-production, I have produced, directed and edited my own films and content, as well as been responsible for both big and small budget shoots around the world as a creative and CD (on location, in studio and live).

I am a dedicated creative, intent on making memorable and entertaining films and advertising for innovative, new concepts and memorable follow-up campaigns. Working hard to bring together human insights and craft to convey; a simple truth, well told.

I look forward to talking further with you on this opportunity.

Kind regards,

Mike Insley

+44 7932 995664

[www.mikeinsley.co.uk](http://www.mikeinsley.co.uk)

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#### Summary:

Accomplished Creative (Senior/ACD/CD/Lead) with over 15 years of experience in the advertising / design / production industry. Highly creative and organised, with a strong background in developing and executing creative strategies. Expert in visual storytelling, with a keen eye for detail and an impressive portfolio of successful and awarded projects. Skilled communicator, with excellent teamwork and leadership abilities.

#### Employment:

Freelance Creative, present (Recent briefs: short films, branding and identity, website design and product design)

Creative Director / Partner, Palm Print Cornwall, 04/25 - present

Advertising Creative Lead / Art Director, Dyson - Brand/Hair, 03/20 -08/24

Freelance Advertising Lead Creative, Dyson - Hair Care 08/18 - 03/20

Freelance Advertising Creative, Various Agencies 06/15 - 08/18

(Including: Ogilvy & Mather London, BBH London, Bray Leino, Organic Agency, Buddy Media, Havas Helia, Fold7, AB Advertising, Recipe, VCCP Blue London, DDB London)

Creative (Art Director), RKCR/Y&R London 12/13 – 06/15

Creative (Art Director), Euro RSCG London / Havas London 03/10 – 12/13

#### Awards:

2x D&AD Yellow Pencils, In-Book & Nomination

3x Golds London International Awards

Epica Gold

APA Top 50 Collection of 2012

Silver at Creative Circle

Emerald at Cristal Festival

#### Skills / Education:

Creative concept development, creative direction, visual storytelling, copywriting, graphic design, storyboarding, team leadership, project management, production and post production.

ATL advertising, social, digital and experiential.

Photoshop, Premiere Pro, InDesign, Illustrator

2007-2008. MA Creative Advertising. Falmouth University

1999-2002. BA Arts & Design. Central Saint Martins / UAL

1997-1998. Foundation: Art & Design. Falmouth College of Arts

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