

Mike Insley - Creative

Art Director / Director / CD / Designer / Copywriter

Cover Note and CV:

Multidisciplinary Creative experienced in bringing big ideas to life with strategic thinking, art direction, design, film directing and production. Partner and creative director in print & design company creating bespoke branding and design solutions to a cross-section of businesses.

I have created communications for a wide range of advertising campaigns, digital services and retail. I have worked both direct to brand, agency-side and across all channels (including ATL, digital, experiential and social) at agencies such as Ogilvy, Havas, Y&R and BBH.

Adept with Adobe Creative Suite, I am also experienced in production and post-production. I have been responsible for overseeing many larger scale as well as small shoots around the world (on location and in studio), for a range of brands such as Dyson, Chivas Regal, VO5 and Vodafone.

From ideation to launch I enjoy the whole creative process and have worked in a number of fast-paced creative work environments, from small independent studios to large network agencies, collaborating with internal and external teams and suppliers, mentoring, leading creative and liaising and presenting to stakeholders.

I enjoy a varied creative workload and am equally happy leading others or working hands-on; conceptualising, designing, scriptwriting, storyboarding and writing treatments. Devising innovative concepts to make standout, on-brand creative to suit all budgets.

I look forward to hopefully talking further on this opportunity.

Kind regards,

M

+44 7932 995664

www.mikeinsley.co.uk

mikeinsleycreative@gmail.com

Summary:

Accomplished Creative (Senior/ACD/CD/Lead) experienced in advertising, design, production and printmaking. Highly creative and organised, with a strong background 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: including films, edits, branding and identity, web and product design)

Partner / Creative Director - 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:

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.

Adobe Creative Suite: Photoshop, Premiere Pro, InDesign, Illustrator

Education:

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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