



Andy Powell Creative Director

Logical

Over 13 years' effective insight across a multitude of sectors
25 new business wins during 2007/08 with a high conversion ratio
Agencies from top ten to ten-strong

Personal Details

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Qualifications

BA(Hons) in Graphic Design and Advertising
Buckinghamshire College of Higher Education
October 1993 - June 1996

BTEC National Diploma in Graphic Design

8 GCSEs: English, Maths, Design Communication, Art,
Commerce, Physics, History, English Literature

Interests

Playing guitar and songwriting
Theatre and the arts
Aston Villa FC
Photography
Satirical writing for Newsbiscuit

Software Expertise

Adobe InDesign, Photoshop, Illustrator, Dreamweaver
Flash, Acrobat (all to CS4), Final Cut Pro, Microsoft Office Suite

Useless facts

Had song lyrics personally approved by The Bee Gees
Had a full page ad in the official Millenium Dome Programme
Had endorsement from The Spice Girls after creating dog lookalikes

Creative

TV to teletext via radio, print, poster, dm online, viral and ambient
Award winning work with budgets ranging from £400 to £4 million
ISP, IDM, Revolution!, MIMA and B2B Marketing Awards won

Employment

May 2009-present
The Good Agency (freelance)
Accounts including Christian Aid, Centre Point and Unison
Successful creative pitch for large charity client
Identica (freelance)
Accounts including Fat Face
ILN (freelance)
Successful creative pitch for sporting client
Direct client freelance
SEO and web copy for property and music production clients

Mabox

Creative Director
October 2005-April 2009
Accounts including UBS, HMS Belfast, Barnardo's,
Cabinet War Rooms, Reed, Sanyo, Tourism Ireland,
dosomethingdifferent.com, ITN Source, Meet England,
Radisson SAS, Hackney Council and Portsmouth PCT

Electric (Freelance)

June 2005-July 2005
Accounts including SsangYong, Barratt, St George, Nuvo and
Learning for Life

JWT (Freelance)

March 2005-April 2005
Accounts including Kenco and Lux

Farm Communications (Freelance)

March 2005
Accounts including Smile.co.uk

Leo Burnett

August 2002-September 2004
Accounts including McDonald's, COI, Nintendo, Kellogg's Frosties,
Fiat and Strongbow

NMI (Freelance)

July 2002 - August 2002
Accounts including HR Owen, V.Shop, and Playstation magazine

D'Arcy

December 1996 - November 2001
Accounts including Procter & Gamble, Mars, Fiat, COI, Tetley,
Hovis, Wickes, TSB, Epson, and House of Fraser