

CURRICULUM VITAE ALAN GILBY

PERSONAL DETAILS

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PROFESSIONAL EXPERIENCE SUMMARY

Creative Director with over 20 years through-the-line experience in the Marketing Communications industry. Strategic creative concepthor, passionate art director and graphical communicator.

CORE COMPETENCIES

- Created many integrated activation campaigns across channels from concept to design and implementation.
- Creative strategy, concept to crafting on mac. CS fluent.
- Built, mentored creative depts. from scratch.
- Strong driver for interactive innovation.
- Client facing.
- Excellent management skills.
- Multi-channel thinker.
- Multi-category experience.
- Awards

PRESENT

Freelance Creative Director, London

PREVIOUS HISTORY

Freelance Creative Director, Geometry Global and Geometry@JWT, WPP

Creative activation on Diageo brands for on/off trade, brand repositioning, shopper campaign concepts, ads, toolkits and overseeing global implementation of activation campaigns, global toolkits, digital and experiential of a major global FMCG brands.

Creative Director, LIFE Integrated Ltd., London 2010 - 2015

Overseeing all activation projects and built a strong creative department to facilitate agency goals. Work covered 360 activation campaigns, promotions. brand experiences, online and social to interactive and shopper in-store.

P&G Prestige Fragrance, Geneva

HUGO BOSS Global House range in-store and interactive. HUGO, HUGO BOSS, BOSS BLACK, ORANGE, SPORT, GUCCI, D&G & NP Launch.

G&J Greenall's

Brand activation across ultra premium to value spirits and wine brands.

JTI UK & Geneva

Activation campaigns across Silk Cut, B&H, Hamlet and Amber Leaf RYO, Experiential events in East European market on prestige tobacco brand.

British Gas

Interactive in-store and experiential roadshow for Sainsbury's Energy affiliation launch

Pernod Ricard

Tactical campaigns across Jacobs Creek calendar of activation.

Snr Creative Team Freelance, Billington Cartmell 2009 -2010

Working as part as a leading creative and team with my writer and agency Creative Directors, overseeing brand activation campaigns and pitches from creation to production across multiple brands and sectors.

Creative Director, Freelance, London 2007-2009

Freelance creative art director and client facing creative on pitch and day to day work at Publicis, Chemistry, Exposure and specifically building up my experiential experience at RPM, Sledge and Ignite.

Pitch wins/projects included McVities Pan-Euro promotion, FIFA World Club Championships Dubai, Innocents Health Farm, FA Cup Tour, ATP Tennis Championships O2, Johnny Walker UK Trade activation, Trebor Gum national roll-out.

Creative Group Head, Saatchi & Saatchi X, London 2006 - 2007

Creative promotional and shopper activation across P&G accounts.

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Creative Director (Board Director), Liquorice Ltd., London 1999 - 2006

Built and managed a 15+ staff creative dept, award winning, creative department that could deliver through the line traditional/digital creative excellence.

Clients inc. Kettle Chips, Adnams, Harrods, Sky, JNJ, Hoverspeed, Hildon Water, Letts Educational, Nandos, Fulham Football Club and Sunsail.

Department won various creative awards for integrated campaigns, art direction and digital work for Kettle Chips and J&J MSD.

Snr Art Director, Interfocus, London 1997 -1998

Brand Guardian on VISA Europe below the line campaigns and BP/Mobol merger integrated campaigns across year. Also worked on beer and spirits, 'Can't Believe it's Not Butter' pitches.

Snr Art Director, Tequila/TBWA, London and Singapore 1992 - 1997

Specialised in sales promotion and direct mail across beers, tobacco, pet food and car rental. Brand guardian for Phillip Morris brands and in particular Marlboro for CRM programs, European experiential & sampling events and F1 sponsorship. Oversaw promotional and experiential activity and new brand development across EMEA for other tobacco brands.

CORE CLIENT EXPERIENCE

Adnams	Phillip Morris	Fulham Football Club
Diageo	P&G Prestige	Harrods
Budweiser	BP - Mobil	Ikea
Diageo	Visa International	Hertz
Oddbins	Eurotunnel	Sky
Holsten Pils	Hoverspeed	Honey Monster Foods
Kettle Foods	BAA	Innocents
G&J Greenall's	Thomas Cook	J&J
JTI	Tussauds Group	McNeils

AWARDS

DFNI Global Awards for Travel-Retail Excellence (EMEA) 2014
HUGO BOSS Soccer
Nomination for Best Interactive In-store Consumer Experience

MAA Experiential Campaign UK 2013
BLOOM Gin 'Pick Your Own'
Merit nomination.

MCCA Best Integrated Campaign 2009
'Real' Campaign, Kettle Chips.
Merit nomination.

International Webby Awards 2007
Kettle Chips - Placed on merit in top 1000 B2C websites

National Pharmaceutical Industry Award 2006
OTC Awards 2005 - Zocor Heart Pro
Commended for Best Integrated Campaign on a small budget.

National Pharmaceutical Industry Award 2004
'Personal Best' Campaign, Daktarin, JNJ MSD.
Best Integrated Campaign on a small budget.

'Fulham Today' fansite. Fulham Football Club.
Voted Best Soccer fansite 2002 - The Sun

Inside Track DM campaign - Marlboro, Rothmans.
Best Art Direction - Merit, SPCA 1997

ICON style magazine and CRM - Marlboro, Rothmans.
Best Art Direction - Merit, SPCA 1996