

Paul Westmoreland CV



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My name is Paul Westmoreland and I'm an advertising creative, available for freelance work. I can work as either an art director or a copywriter, and as part of a team or on my own. I'm always keen to help, so please get in touch.

Employment history:

Creative Director PSONA 2015 – 2016

Role: Here I helped manage the creative department and created TV, press and direct marketing, digital communications and online films.

I also created a special campaign for the Bobby Moore Fund. This began with an online content film, press and social media campaign starring Alan 'Bricktop' Ford, Omid Djilili and Duncan Bannatyne, as well as cameos from England players, John Barnes and David Seaman. The shoot was over two days at Wembley Stadium and even the eleventh-hour re-writes made it far and away the most enjoyable project I've been a part of.

Clients: The Bobby Moore Fund, Co-op Funeral Care, Royal Bank of Scotland, Nationwide, Balvenie, NatWest and American Express.

Senior Creative / Creative Director PUBLICIS CHEMISTRY 2010 – 2015

Role: I created direct marketing, print, digital and online advertising, retail promotions and social media campaigns, and the re-brand / launch of Orange and T-Mobile as EE. As a Creative Director, I ran EE and helped manage the creative dept., Here I designed and oversaw the build of an augmented reality app, an interactive Kenect window display, and wrote a series of ten online documentaries about how the new 4G network was helping UK businesses, which earned over a million YouTube views.

Clients: Orange, Baileys, Plenty, Visa, Emirates, Royal Mail, Orange, T-Mobile and EE.

Awards: My work won several awards including two gold DMAs, three IMP effectiveness awards, and a gold IVCA for Best Film and a bronze IVCA for Best Script.

Senior Creative

WDMP 2007 – 2010

Role: I created direct marketing, digital and online campaigns. I also won 7 new accounts, and developed a student placement scheme.

Clients: AVIVA, TalkTalk, Carphone Warehouse, Thomson Holidays, Rexel and Freeview.

Awards: My work on Carphone Warehouse helped the agency win the 2008 IDM Overall Winner award.

Middle-Weight Creative

MUSTOES 2002 – 2007

Role: I created TV, press, posters and radio advertising.

Clients: HP Sauce, Take A Break, Ocean Spray, the Starlight Children's Foundation, Nickelodeon, Butlins, Kia Motors and Coke.

Awards: My work won two BTAA's, a Creative Circle and three Cannes Lion Finalist commendations.

Junior Creative

CDP 1999 – 2002

Role: I began my career with a cinema ad, as well as press, posters, radio and TV adverts.

Clients: Hamlet Cigars, The John Grooms Disabled Charity, the SurfLife Association, Matalan and Honda.

Awards: I won a Gold Cannes Lion, a BTAA, and a D&AD commendation.

About me:

In addition to my professional work, I have written novels and scripts, and am currently represented by Gill McLay at The Bath Literary Agency, and am preparing a children's novel publication. I have also visited a number of primary schools and run creative writing workshops for children aged 9-11 and talked about writing. I have also run creative workshops for advertising graduates and mentored on student programmes within most of the agencies I've worked at.

References:

Jamie Bell – Executive Creative Director PSONA
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David Prideaux – Executive Creative Director Publicis Chemistry
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