

LAURA HARRINGTON

ACD Art Director & Conceptual Creative

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CASUAL STALK

I am a female, British, Art-directing-conceptual-creating-creative – now, doesn't that just roll off the tongue!

After breaking into the industry in 2007 and taking London by storm, I decided I want to make a big move in my career. I wanted to push myself, so I threw caution to the wind and moved to New York with the determination to make sure it pays off. So here I am in the city that never sleeps, taking the stairs two steps at a time and trading biscuits for bagels.

Behind the scenes I'm Creative Director for the New York side of The Young Creative Council. A group of around 15 creatives that help students get into the advertising world. With a modest following of over twenty thousand aspiring academics and industry greats, I am now branding this out stateside.

Also to keep my 'arty' side alive I also enjoy being an Ambassador for The Whitney Museum, and am founder of Touch Upon Studio, my fine art line.

CAREER HISTORY

January '17 – Present

Ambassador at The Whitney Museum of American Art

September '16 – Present

Founder of Touch Upon Studios

September '11 – Present

Creative Director at The Young Creative Council

After becoming a creative at JWT, I was exclusively invited to co-run the Young Creative Council. We're a team of 15 ambitious people working across the industry to help creatives and grads crack the advertising game with creative collaborations, portfolio advice, events, tools and even the odd bit of creative matchmaking. In 2017 I became Creative Director of New York.

December '15 – June '16

Senior Creative at Recipe London

After impressing whilst freelancing, Recipe made me an offer I couldn't refuse. As a small agency, they required a team to help shape their creative department and take more of a responsibility in the day-to-day flow. With the younger generation of creativity being a real passion of mine this was something I was really excited to take on board. I was given the chance to own projects, win pitches and shape how the creative department was built. Primarily running the new business creative, I found my niche. With six pitch wins and the companies biggest win to date, I couldn't ask for more. But never being one to turn down a challenge then came New York. That's where you come in.

July '14 – December '15

Freelance Creative

Having grown within such a large agency, nurtured in an environment that gave you access to huge global clients and talent roster longer than my incredibly long arms, I wanted to find out more about 'the business'. I didn't just want to make great ideas but see what else London had to offer, big, small, fat, thin and even tall agencies. I wanted to know I could work in different environments and across smaller more intimate brands with modest budgets, as well as the ones you could show your Mum (Mom) on TV. From start-ups to the big 'glam' agencies I learnt a hell-of-a-lot. Moving around taught me things I couldn't have learnt by being in one place; I wanted to prove to others and myself that I wasn't a one-trick-pony.

Freelance History:

Grey London* – Pantene, Lacoste, McVities
TBWA London – Royal Caribbean, Nissan, Lidl
Fold 7* – Gumtree, Carlsberg, Go Compare
Proximity* – The Economist, John Lewis, VW
Wunderman – Vodafone
AnalogFolk – Dulux, Lucozade, Malibu Rum
Recipe* – Coca Cola, St John Ambulance, Smart Water, Energizer
Iris Worldwide* – Tom Tom, Phillips, Mini
FCB Inferno – Nokia, Depart of Health,
Oliver* – Starbucks, Better Gyms, Axa
Pablo* – Give Blood, Compare the Market, VW

*[*Offered full-time positions]*

March '10 – July '14 Creative team at JWT London

Learning the craft, honing our skillset as a creative team and as an Art Director. In just 5 years, went from fresh-eyed Juniors to the go-to team for proactive projects. Seeing our first pitch wins and international campaigns go global we grew to become experienced creatives in a well-respected position.

EDUCATION

09/06 – 06/09 Bachelor of Arts (Hons) in Advertising– 2:1 at Buckinghamshire New University

Accepted onto the fiercely competitive Advertising course at Bucks (I learnt the power of persuasive presentations, as I forgot my portfolio on the day of the interview). Surrounding myself with some of London's most talented industry practitioners I was fortunate enough to win internships at Archibald Ingall Stretton, TMW, Doner Cardwell Hawkin, FCB Inferno, Meteorite and JWT before I had even graduated.

This exposure and experience was priceless. It also taught me the value of giving back, ensuring I ran workshops for aspiring creatives in colleges across the country.

HIGHLIGHTS

- '16 Pitch Win – Energizer Special Projects
- '16 Pitch Win – 888Casino Full UK Campaign
- '16 Pitch Win – Coca-Cola Global Social Responsibility Campaign.
- '15 Pitch Win – Volkswagen & SkyTV Partnerships
- '15 Grand Prix – Direct Marketing Awards / The Economist
- '15 Pitch Win – SmarTrikes UK/EU Product Launch
- '15 Pitch Win – Birdseye FMCG Digital Campaign

- '13 Connected Campaign of the Month – Campaignlive.com / Kit Kat
- '13 The Sound of H2 2013 – Radio Advertising Bureau / Mr Kipling
- '11 Pitch Win – Clean & Clear
- '09 D&AD Student Awards – Nomination & In Book

Always hungry for opportunities I've found that there isn't always a brief. I feel it is important to be creatively inspired but contextually aware. In a nutshell, pursuing opportunities that don't always present themselves in a brief has been a highly rewarding and successful addition to my portfolio. Along with the help of a variety of agency supports I have successfully pitched extra-curricular projects and proactive work to brands such as The British Army, Mr Kipling Cakes, Kleenex Tissues and Nestlé's Kit Kat.

REFERENCES

Available upon request from the following.

Lord Dom Lynch-Robinson

Former UK/EU Executive Creative Director // J. Walter Thompson London

Jason Berry

UK/EU Creative Director // J. Walter Thompson London

Jeremy Carr

Executive Creative Director // TBWA London

Dominic Roe

Head of Planning // Recipe London