

BRIAN CONNOLLY

INTEGRATED CREATIVE DIRECTOR :
ART DIRECTOR

PERSONAL INFO

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EDUCATION

Manchester Metropolitan University
BA (Hons) Degree : Design for
Communication Advertising.

ABOUT ME

Originating from Manchester U.K., I am a fully integrated Creative Director, Art Director and ideas person. I have Global level experience in building brands across all creative channels from inception to design to execution. I believe in creating breakthrough ideas that are impactful and engaging.

Having spent the main part of my career in London I see myself as a very conceptual Creative Director with a strong Art Direction and Design sensibility. I always aim to bring a craftsmanship mentality to every brand I work with.

During my career I've been a Group Creative Director at DDB New York as well as Creative Director & Head of Art at both Saatchi & Saatchi London and Ogilvy London.

I have managed a cross-section of accounts, global and local, across the U.K., Europe, Africa and the U.S. and have won awards at D&AD, Cannes, The One Show and many more.

On my journey I've been a mentor, arbiter of creative work and builder of brands. Currently I am freelancing in New York.

AWARDS

1 BAFTA
5 Cannes Lions
9 Cannes Lions Finalist
4 D&AD Graphite Pencils
27 D&AD Wood Pencils
2 One Show Pencils
6 One Show Pencil Book Entries
2 Andy Awards
2 Webby Awards
3 Clio Awards
4 Clio Finalist
3 London International Awards
7 London Int Awards Finalist

LEADERSHIP SKILLS

Creative Director: During my 20 years of experience as a Creative Director & Group Creative Director I have built relationships with clients in the U.K, Europe, Africa and the U.S. I have mentored creative talent who now hold positions in prestigious global agencies. And I have overseen numerous new business wins in the U.K and in the U.S.

Head of Art: The role of *Head of Art* is a position that is rarely seen in the U.S. The title *Head of Art* meant I was responsible for all the visual output of the agency across all creative platforms.

As well as working with all the Senior and Junior art directors, I also oversaw the Design and Art Buying departments at both Saatchi & Saatchi and Ogilvy London. Within this role I worked closely with the clients to define the look and feel of their brands.

At Ogilvy I restructured the Design department creating a unique concept called *room@ogilvy*. 'Room' was a creative environment where, along with the designers, creatives could get away from staring at their macs and be inspired with books, art, design, video etc.

With 'Room' we created an online experience where creatives shared their inspirations. We also organised inspirational talks @room from a cross-section of creative disciplines.

EXPERIENCE: NEW YORK

2017 • BERLIN CAMERON NY • CREATIVE DIRECTOR (FREELANCE)

Created a new UG Digital campaign for Capital One Bank launching in the fall of 2017.

2016 • PUBLICIS NEW YORK • CREATIVE DIRECTOR (FREELANCE)

Oversaw the Cadillac account during a period of transition. Including working on, and overseeing creative work across all creative platforms. Covering all shoots and post-production.

2015 • JWT NEW YORK • CREATIVE DIRECTOR (FREELANCE)

Worked on new business wins including Special K and KMPG accounts for North America

2012/14 • DDB NEW YORK • GROUP CREATIVE DIRECTOR

Creative lead for Hertz Car Rental and Empire City Casino NY. Rejuvenated Hertz advertising creating a 360 brand. Re-design Empire City Casino branding across all communications.

2012 • DROGA5 NEW YORK • CREATIVE DIRECTOR (FREELANCE)

Creative on Puma sportswear and active apparel. Including soccer, running and cross-training footwear.

2012 • TBWA / CHIAT DAY NY • CREATIVE DIRECTOR (FREELANCE)

Created OOH campaign for Accenture North America & Global markets.

EXPERIENCE: LONDON

2010/11 • PUBLICIS DIALOG LONDON • CREATIVE DIRECTOR (FREELANCE)

Creative lead on new multi-channel campaign launch for Carlsberg Beer across the U.K. and Europe.

2009/10 • SPARK LONDON • FOUNDING PARTNER & GCD

Founded Spark London working with clients such as BBC Sport, Show Racism the Red Card, Suzuki. Created fashion events for Suzuki Motors.

2009/10 • SPARK LONDON • FOUNDING PARTNER & GCD

Founded Spark London working with clients such as BBC Sport, Show Racism the Red Card, Suzuki. Created fashion events for Suzuki and outdoor events for BBC Football.

2005/9 • SAATCHI & SAATCHI LONDON • GCD / HEAD OF ART

Creative Director overseeing T-Mobile U.K. and Europe, The NSPCC, Guinness Africa. As Head of Art I was responsible for overseeing all art direction and design across all Saatchi Brands. Created a more innovative and integrated design studio for London. Updated Art Buying and production departments.

2003/5 • OGILVY LONDON • CREATIVE DIRECTOR / HEAD OF ART

Creative lead overseeing Castrol Motor Oil, Harrods London and Waitrose Supermarkets. As Head of Art I was responsible for all art direction and design across the agency. Created a new design department called *Room@ogilvy*.

1999/2003 • SAATCHI & SAATCHI LONDON • CREATIVE DIRECTOR

Creative Director overseeing accounts such as the NSPCC, Toyota, and The British Army. Worked across other Saatchi brands.

1995/99 • DLKW LONDON • SENIOR ART DIRECTOR

Worked across all the agency accounts including Chrysler Cars and Jeep.

1992/95 • Y&R LONDON • SENIOR ART DIRECTOR

Primarily worked on Olympus Cameras, Foster's lager plus other brands on agency roster

A LITTLE BIT MORE | BRIEF BIO:

I started my career in London as an Art Director under the guidance of Dave Trott at GGT. I then took senior positions at Y&R and at a couple of smaller London agencies before moving to Saatchi & Saatchi London in 1999, where I spent the majority of my career.

At Saatchi I was made Creative Director by CCO David Droga in 2000 and continued as Creative Director working with CCO Tony Granger.

In 2003 with my love of design and art direction I moved to Ogilvy London to take up the position of Creative Director and Head of Art working with CCO Malcolm Poynton. And in 2005 I was asked by Saatchi's CCO Kate Stanners to return to the agency to be Group Creative Director and Head of Art, a position that I had always wanted at Saatchi.

In 2009 I left Saatchi and set up Spark London before eventually moving to New York in 2012. In New York where I was hired by Matt Eastwood to be Group Creative Director at DDB NY on Hertz.

During my career I have been the creative lead on accounts such as T-Mobile, Guinness Africa, Hertz U.S. Cadillac U.S., Toyota and Carlsberg Europe and have won awards for my work at Cannes, D&AD and the One Show.

I am the only British art director to have won a BAFTA for a cinema commercial, which made my mum very happy.

