

Andy Wakefield

At a glance

- **Over 20 years experience as a professional creative director.**
- **Highly experienced in structuring creative and production departments**
- **Awarded by all of the major professional bodies**
- **Proficient across all communication disciplines**
- **Sat on creative awards juries New York Festival & Cleo**
- **Excellent communication and presentation skills**
- **Successful track record in new business wins**
- **Senior client interfacing**

2011 - Current: Creative Director The Help Agency

Producing effective brand development projects, one of which received increased funding of £53million after brand relaunch. Insightful communication packages for a diverse range of charities and not for profit organisations. New business wins include: UNHCR, Whizz-Kidz, Help Musicians UK, Hearing Dogs for Deaf People.

2008 -2011: In-house Creative Director TJX Europe

Originally contracted for 6 months and extended to three years. Responsible for all TJX Europe's external and internal communications for TK Maxx and HomeSense in the UK and the successful launch of the brand in Germany and Poland.

2007- 2008: Creative consultant

International concept creation for blue chip clients including Sony, Nestle, L'Oreal, Maybelline New York, Bridgestone and Volvo.

1991-2007 Publicis Creative Director (A role of two hats)

Hat 1: Restructuring and raising the creative profile of the, fast turnaround, retail unit which amounted to over half of the agency's billings.

Hat 2: Producing insightful, award winning campaigns for clients including: Wyeth, (Anadin and Centrum) United Biscuits, Vittel, Cacharel, Buxton and Boots No7. New business wins: MasterCard, Allied Bakeries, MFI, Sanofi Aventis.

1989-1991 Geers Gross Creative Director

Structured and managed a department of 38 people.

Creatively awarded for clients including: Bristol Myers Hair Care, Nintendo Games, New business wins: KP Snacks, Access Credit Card, Worthington Best Bitter.

1986-1989 Ayer Creative Director

Structuring and managing a 30+ creative department in London, with international responsibilities out of New York and the European network.

Accounts: Mercedes Trucks, IDV Drinks, Gillette, Bassett's, Air France, Seat, Electricity Council.

Awards

D&AD
Cannes
Clio
British Arrow Awards
One Show
New York Festival

Contact

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