

Glenn Greenhill

Creative Director, Marketing Communications Strategist, Designer

contact

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personal statement

areas of expertise:

creative conceptualisation
creative direction
brief development
research & analysis
planning & positioning
strategy development
name creation
presentations
project management
graphic design
copywriting
visuals
script writing
animatics
photo manipulation
technical illustration

I am a freelance professional commercial creative who can balance creative ambition with practical pragmatism. Highly motivated and diligent, my reputation has been built on delivering effective campaigns, conceived on meaningful insights, well defined strategy and compelling creative ideas. I have a reputation for thinking differently and working fast.

With experience in many senior roles within advertising, marketing and business development I am familiar with managing large projects from inception to deployment.

I have a long track record of ensuring campaigns are delivered to the highest quality, within budget and brief. I have done this by combining research, planning, strategy, insight, creativity, common sense and production knowledge. I have designed and administrated large creative/production departments and systems.

I am confident and comfortable to advise at senior board level. I'm a seasoned, persuasive, yet empathetic presenter.

With a strong work ethic, discipline and a respect for deadlines, I am passionate about my work and effective leading a creative team, working as part of a team or working alone.

During the course of my career I have launched an international airline to the trade in the UK, launched four consumer catalogue businesses, launched and promoted a hotel chain, branded and relaunched a government funded apprentice training operation and a veterinary pharmaceuticals company. I have also created concepts, identities and campaigns for over 400 events for one of the world's largest IT brands, developed an mp3 software application and music product and worked on the initial development of an exhibition of space technology which is currently running in London.

My attitude is entrepreneurial by nature and I am blessed with resilience, a positive outlook and a practical attitude. Along the way I have won a few creative awards.

My portfolio of work demonstrates my ability to conceive communication campaigns and identities that possess a combination of intellectual depth, humour and emotional engagement.

I have a comprehensive online portfolio at: www.brandgarden.co

career history

BRANDGARDEN

Brandgarden: Creative and marketing consultancy

Role: Creative Director/Project Manager 2006 - present

Responsible for transforming business initiatives into detailed plans and creative realisation. Using a mix of brand strategy, design, planning and creative executions to deliver marketing communications for commercial development and to attract investor funding. Projects include advertising and marketing campaigns, exhibition design, corporate identity and a range of other business communications and promotions.

Responsibilities and projects:

Russian space technology exhibition for London:

Head of creative, marketing and logistics: Planned, developed and branded the Kosmonaut vintage Russian space technology exhibition in preparation for it being brought to London in 2015.

Veterinary healthcare brand:

Brand consultant and creative director: Brand strategy, planning, conceptualisation, art direction, creative direction, advertising, exhibition design, photomontage, graphic design and production.

Human healthcare brand:

Conceived branding and packaging design to reposition product, produced brand communications, exhibition stand design, marketing collateral and advertising.

Superyacht brokerage:

Brand strategy and business development planning.

Education consultancy:

Name creation, brand and corporate identity development, creative direction, art direction, copywriting, design and business development.

Banking technology:

Brand strategy, corporate identity development, marketing collateral and multi-media presentation concepts.

Corporate identity projects:

Conceived, designed and produced brand identities and marketing communications for a number of start-ups and SME clients.

Property development:

Market research and feasibility studies. Product development, conceptual architectural design and business model development. Planning requirement research. Consultant to the board of directors.

Radiator

Radiator: Corporate design, direct marketing and creative agency

Roles: Executive Creative Director and Senior Account Director 1992 - 2006

Responsibilities and projects:

Hewlett-Packard:

Personally conceived and produced over 400 effective campaigns for several world renowned IT brands. Leading a team of 6 freelancers we produced branding, corporate design, creative concepts, branding, direct marketing, advertising and promotions.

Philips Electronics and RadioROM:

Product concept and development. Designed music software application, created brand and packaging, music selection and licensing.

JTL: Apprentice/employer recruitment and training. Development of marketing strategy resulting in a complete rebrand of the business and an extensive range of integrated campaigns.

**The Creative Factory: Creative, direct marketing and catalogue production company**

Roles: Executive Creative Director and Senior Account Director 1990 - 1992

Set up company dedicated to the relaunch of MISCO a well established business-to-business IT catalogue operation until the sale of the business. Designed new Mac based production systems, led and produced creative and oversaw all photography and artwork production.

GREY group

Grey Direct: Full service direct marketing agency

Roles: Art Director, Creative Director, Planning Director, New Business Director and Executive Creative Director 1980 - 1990.

Full training and the opportunity to produce creative work for a wide range of 'blue chip' accounts.

education

I benefited from a good education at school and college in the UK and then mastered my profession in the workplace. I am fortunate to have been taught and mentored by a number of exceptionally accomplished marketing pioneers and creative practitioners who were generous enough to pass on their hard earned knowledge and wisdom to me.

interests

Film, design, architecture, technology, popular culture, economics, psychology and change.

Pastimes include: Music, poetry/rap, playing guitar, carpentry, cooking, fashion, history, watching documentaries, nature photography, creating digital art and writing: songs, articles, screenplays.

<https://plus.google.com/u/0/106549568279712996819/posts>