

CHRIS ROBERTSON

CREATIVE DIRECTOR / ART / DESIGN

experience

Creative Director 2022 - Present

NOKAMO: Birmingham, United Kingdom

Côte, Le Chameau, Schöffle, Old Jamaica Ginger Beer, Quorn

- Managing a creative department of 6 people including Art directors, designers and copywriters.
- Won Quorn without a pitch.

Creative Director 2017 - 2022

McCANN: Birmingham, United Kingdom

Triumph, Bosch, Hilton, Dexcom, Vauxhall, Black+Decker

- Managing a creative department of 40 people including Art directors, designers and copywriters. Producing award winning work within the first year of hire. Won 5 Cannes Lions the first year of hire.
- Won 5 D&AD pencils for a radio campaign for Dexcom. Proving with a strong team you can do anything. Oh man do we have a GREAT team at McCANN.

Creative Director 2015 - 2017

BBDO: Düsseldorf, Germany

Snickers, Pedigree, Whiskas, Blau, Truefruits, Wrigley's

- Managed 15 creatives within the Mars group: Art directors, designers and copywriters. Producing award winning work within the first year of hire. Won Blau Telefonika new business within the first 3 months.
- Directing TV production for all Mars production won the two silver cannes lions for the current CCO, with the work from Wrigley's. Third most awarded print campaign of 2016.

Digital Creative Director 2012 - 2015

David&Goliath: Los Angeles, California

Kia Motors, BeatsbyDre, Universal Studios & California Lottery

- Lead creative on all digital projects from concept through to production. Managed a team of 20 digital art directors, designers, developers and copywriters. Making certain to keep projects within budget and on deadline.
- Directing the digital content and production to accompany the above the line SuperBowl spots.
- Responsible for the design of beatsbydre campaign, conclusively winning the account.

Associate Design Director 2010 - 2012

Phenomblue: Los Angeles, California

McDonalds, DietCoke, Musicians Friend & New Business

- Responsible for recruiting and building the LA office creative teams and new business offerings. The team consisting of strategist, developers, UX, AI and Information Architects.
- Managed the creative teams in both LA and Omaha offices. Won the first ever award for the agency a FWA.

education

University of Lynchburg

BFA in Advertising & Marketing
Class of 1998

New England School of Photography

July 2007

OTIS School of Art and Design

August 2011

skills

Adobe Suite CC

Creative Direction

Team Leader

Pitch Ready

Design Systems

ChatGPT

Commerical Shoots

Interaction Design

Photography Shoots

Grid Design Layouts

User Experience Design

Brand Development

Interaction Design

awards

Richmond Show - Best in Show

9 Cannes Lion

5 New York Festival

5 Richmond Show Cannonballs

11 Clios

4 Addy

3 Crystals

4 OneShow Pencils

5 D&AD Pencils

3 Hatch Bowls

with a dash of merits and shortlist

references

www.linkedin.com/in/scotchandwater

scotch&water

scotchandwater.com

chris@scotchandwater.com

[@scotchandwater](https://twitter.com/scotchandwater)

+44 7771 308777

