



Campbell Robinson

Senior Creative
Art Director

I love generating creative ideas. It's what I get out of bed for.
In fact, I believe it's my 'Ikigai'.

<https://www.thebowerbirdcollective.co.uk/cr-artdirector>

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Experience

I'm an ideas led, multi-disciplined, award winning, Senior Art Director with experience generating, developing and executing campaigns for a variety of B2C, B2B and B2HCP clients. Having worked across a broad spectrum of products and service categories, as well as agency sectors, means I'm very flexible and comfortable generating ideas for all sorts of briefs. I approach each new job, big or small, with the same energy and can-do attitude.

Here's what a couple of CDs I had the pleasure to work with think:

"Campbell is an ideas machine. He's passionate about his work and goes above and beyond the call of duty to deliver. Campbell is versatile – he art directs, designs and even writes. Plus he's hands-on. From social posts to TV campaigns, BIG or small, he can do them all. Get him in or someone else will."

"Campbell is an exceptional creative who is always willing to take a project that little bit further. One of his talents is to think out of the box and put forward ideas that are unexpected. I can also trust Campbell to take a job on from start to finish and in my absence he was able to take full ownership of the TV / motion graphic area."

Key Skills

Ability to create 360° campaigns with a wealth of knowledge working with an extensive mix of media, which includes: Film/TV/Cinema/Content, Print/Outdoor, Digital and Experiential

A tenacious attitude to develop the simplest solution to any brief

A strategic and insightful approach to problem-solving

Proactive thinking to push an idea beyond the brief and increase revenue

Experience and expertise to work autonomously

Capability to work collaboratively to improve agency and client outcomes

Confident presenting concepts, campaigns and pitch work internally and externally

Ability to work to tight deadlines and budgets

Adaptability to positively handle and accept change

A willingness to learn from others and mentor less-experienced creatives

A solid understanding of Adobe Photoshop, InDesign and Illustrator

Computer skills to 'mac-up' a layout when necessary

High attention to detail

Employment History

June 2020 - Present:

The Bowerbird Collective: Senior Creative Art Director (Self-employed) Freelance

February 2019 - June 2020:

Seven Stones: Senior Creative Art Director

My role included initial conceptualising, delivering internal and external presentations, campaign development and overseeing production of the final product. This included working closely with account managers, designers, artworkers as well as external suppliers like web developers, photographers and video production companies to ensure the agency achieved the best work possible.

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June 2016 - December 2018:

LEC London: Senior Creative Art Director

As the senior creative of this healthcare agency, I was integral to the Agency's output across all clients. My integrated background, versatility and media-neutral thinking proved instrumental in helping the agency secure multiple new EMEA clients and win their first creative awards for an augmented-reality exhibition stand.

October 2014 - June 2016:

Sapient Nitro: Freelance Senior Creative Art Director

Developing and overseeing direct-response work for SKY, one of Sapient's biggest blue-chip clients. Based primarily within the TV department, my integrated experience allowed me to take additional briefs across print and digital projects including social media campaigns. Working with Sapient gave me a greater understanding of DR marketing and strengthened my ability to create visually dynamic solutions.

March 2014 - October 2014:

VCCP Health: Senior Creative Art Director

During my time with VCCP I was a valued member of the creative department. An ability to look at a brief from multiple angles allowed me to create work which exceeded both the Agency's and their clients' expectations.

March 2012 - March 2014:

Freelance Senior Creative Art Director: London

The Independent Orchestra:

I worked autonomously creating several concepts and scripts to launch a new FMCG product.

Earnest:

Working on an integrated brief for an IT security company, my winning idea was developed into an exciting execution.

Biscuit Agency:

I was instrumental in helping win a pitch for a new piece of business and the creative lead on an additional pitch for a new product launch. I also worked on a variety of briefs across their client base.

Sapient Nitro:

Working across a variety of clients, my role was to create and develop concepts for direct-response ads. During this time, Sapient showed confidence in my experience and abilities by expanding my role to freelance Associate Creative Director.

October 2009 - March 2012:

Campbell Robinson Advertising: Creative Director/Senior Creative Art Director

My desire to work for myself on a broader variety of creative projects, not limited to just advertising, fueled the creation of my own micro agency. In addition to creating pitch-winning ideas as a freelancer, I developed strategies and solutions for clients directly, including a new brand and advertising direction for Victoria University; conceptualising a TV spot for Mas Movil, a Spanish mobile phone carrier; and developing a print and web campaign for the European offices of Berlitz international language school.

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June 2006 - October 2009:

BADJAR Ogilvy: Senior Creative Art Director

I was responsible for creating, producing and managing integrated campaigns for many of Australia's iconic alcohol and FMCG brands, like Fosters and McCain Frozen Foods. Other responsibilities included presenting concepts to senior internal management and clients, overseeing jobs from start to finish, and sourcing the right creative professionals to deliver work of the highest standards.

For two years I represented BADJAR Ogilvy as a tutor for the Australasian Writers and Art Directors Association (AWARD) School, a creative 12-week industry based advertising course. By acting as their Creative Director, I helped develop the skills and knowledge of aspiring creatives which I found extremely rewarding.

October 2004 - June 2006:

SEE Life Differently: Senior Creative Art Director

I was appointed Senior Art Director after helping the agency win the National Australia Bank (NAB) account. Working closely with the Creative Director, I was responsible for generating integrated creative campaigns to communicate and sell the Bank's products and services. Part of my role was to redesign NAB's brand look-and-feel for their sponsorship of the 2006 Melbourne Commonwealth Games which included developing new print, outdoor, TV and digital templates as well as managing a small team of designers and finished artists to ensure a seamless rollout.

As a senior member of the creative team, I created campaigns for other clients including Mitsubishi Motors, GlaxoSmithKline, Wesley College, FCUK watches, and Melbourne Zoos.

July 2002 - August 2004:

Clemenger Harvey Edge (CHE): Mid-weight Creative Art Director

Joining the agency full-time following five weeks of freelance. My ability to think beyond the brief ensured I became an integral member of the 2006 Commonwealth Games pitch team. My ambient/guerilla ideas achieved greater impact for the campaign and contributed heavily to the agency winning the account.

March 2000 - June 2002:

Samuelson Talbot Partners: Creative Art Director

Development of my conceptual and art direction skills grew rapidly with the opportunity to work across all agency accounts and new business pitches.

Computer Skills

As a hands-on art director, I have a high level of experience using: Adobe Creative Cloud including InDesign, Photoshop, Illustrator

Other software I use includes: Adobe Acrobat, Microsoft Word and Powerpoint, Apple Keynote, Adobe After Effects

Education

1997 – 1999 Royal Melbourne Institute of Technology (RMIT) University:
Bachelor of Arts (Creative Advertising). Graduated with distinction.

1996 AWARD School: Intensive 12-week creative advertising course.

1991 – 1992 Ardoch Windsor Secondary College:
T12 Commercial Photography Course.

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