

(1)

Curriculum Vitae

DAVID GULLEN

Personal Information:

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Personal statement:

A creative on the copy side with a passion for generating ideas and lines that have clinched pitches, revitalised flagging campaigns, won awards, entered the Guinness Book of Records and made the front page of The Sun. I am happy to work on offline or online campaigns broadcast or print. Put me in front of a client and I can sell. In fact, I developed and presented Creative Workshops for AXA and DHL as well as hosting blue sky sessions. I have worked at some of the biggest names in London and beyond as well as some aspiring minnows. Now looking for other agencies to work with – maybe it's you?

Experience:

Creative Freelance (2008 - Current)

I work regularly for a small agency called Creation on everything from video scripts, high-impact mailers, exhibition concepts and banners. I also write a twice weekly blog and an award-winning financial campaign for Melbourne agency OCTO as well as odd stints at a couple of other agencies - but I would welcome more.

Nitro Sapient (2005 – 2008)

I worked at Nitro Sapient as Senior Creative. During this time I was involved in key projects presenting on regular occasions to Unilever in Rome. I was involved in winning several pitches – most notably Twining's Tea - Australia. Along the way, I picked up several awards for work on a WKD trade campaign. A key involvement was in helping embed Royal Bank of Scotland into the Group.

River (1994 – 2005)

I was Creative Director, Board Director & Shareholder of this west London hot shop that became one of the first truly integrated agencies. My work helped win Maxim (men's magazine launch) HSBC Asset Management and Prudential. We also worked for Thames Water and RBS. River was cited as

(2)

one of the top 5 integrated agencies for Creative work by Campaign. I was responsible for hiring talent including Porl Yull – who went on to be Creative Director of BBH and Leagas Delaney. The success of River both creatively and financially attracted the attentions of would-be buyers and we sold to Chris Clark and Nitro in 2005.

Ogilvy

My work helped win the Timex business as well as a few awards - notably a Eurobest Gold for Olivetti and a couple of 'Ads of the month' in Campaign.

I was seconded to work on Olivetti in Ogilvy Milan for a six month spell to help develop a pan-European campaign.

Education:

Watford School of Copywriting

BA (Hons) Economics & Business 2:1 including a 1st in Market Research from Lancaster

Referees:

Porl Yull – Creative Director – AMV and formerly BBH

Michele Aglira – Creative Director – Publicis Paris

Contacts supplied on request