

ANDY STANTON

CV ITEMS >>>

DESCRIPTION £

URLS TO CHECKOUT
ANDREWSTANTONITEMS.COM
HEARTSANDBASKETS.COM X2

AT A GLANCE
20+ YEARS IN BTL, B2B &
ACTIVATION AGENCIES. X20

EDUCATION AND TRAINING
BUCKINGHAMSHIRE CHILTERN
UNIVERSITY COLLEGE BA (HONS)
GRAPHIC DESIGN AND ADVERTISING X1

HARD SKILLS
• CREATIVE CONCEPTUALISING
• BLACK & WHITE SKETCHING
• COPYWRITING
• PHOTOGRAPHIC ART DIRECTION
• PRESENTING INT & EXTNL
• VIDEO EDITING
• CLIENT FACING PRESENTER X7

SOFT SKILLS
• TEAM PLAYER
• CREATIVE LEADER
• IDEA SECURITY GUARD
• STRATEGY LIGHTHOUSE X4

SOFTWARE SKILLS
• ADOBE CREATIVE SUITE
• POWERPOINT
• WORD
• KEYNOTE
• PREMIER X5

INDUSTRY EXPERIENCE
• FOOD & DRINK
• TELECOMMS
• HOME IMPROVEMENT/DIY
• TOBACCO
• AUTOMOTIVE
• OTC HEALTHCARE X6

AWARDS
• IDENTITY DESIGN (TOUCAN)
• B2B DIRECT MAIL (TATE & LYLE)
• B2B ART DIRECTION (ORANGE)
• BRAND ACTIVATION
(TRACKLEMENTS)
• LONG TERM EFFECTIVENESS
• MCCA GOLD (WALKERS)
• BRAND EXP (CAFÉ DIRECT) X7

WORK HISTORY:

SEPT 2023 - PRESENT
> HEARTS & BASKETS/
> FOUNDER/CREATIVE DIRECTOR X1

WORKING DIRECTLY WITH BRANDS
ON THEIR CREATIVE COMMS,
ACTIVATION AND DIGITAL
CHALLENGES.

ACHIEVEMENTS
SUCCESSFULLY PITCHED & WORKED
ON BRAND AWARENESS & ACTIVATION
PROJECTS WITH BRANDS INCLUDING:
BIO&ME, VIDAS & TILDA.

MAY 2019 - MAY 2023
> TPN
> CREATIVE DIRECTOR X1

LED CREATIVE DEPARTMENT OF UK
ARM OF US COMMERCE BUSINESS.

OVERSAW THE CREATIVE WORK FOR
THE AGENCY'S CLIENTS INCLUDING
VODAFONE, AKZONOBEL, TILDA RICE
AND YANKEE CANDLE.

ACHIEVEMENTS
CREATED INTERNAL CREATIVE
PROCESSES THAT BECAME THE
STRUCTURE FOR THE APPROACH
TO CREATIVE WORK.

ENSURED THE CREATIVE PRODUCT WAS
PRESENTED DIRECTLY BY CREATIVES
AND RAISED THE PROFILE OF THE
AGENCY'S CREATIVITY.

THIS LED TO TURNING A FUNCTIONAL
REACTIVE CREATIVE PRODUCT INTO
A PROACTIVE THOUGHT LEADING
PRODUCT.

DEVELOPED THE VODAFONE ACCOUNT
INTO THE AGENCY'S MAIN REVENUE
STREAM.

2018 - JUN 2019
> ZEAL CREATIVE LIMITED
> CREATIVE DIRECTOR X1

LED AND MANAGED THE CREATIVE
DEPT OF 10 CREATIVE ACROSS
LONDON AND MANCHESTER OFFICES.

OVERSAW THE CREATIVE OUTPUT OF
THE AGENCY'S CLIENTS INCLUDING
KELLOGG'S, NESTLÉ, PZ CUSSONS,
MCCAIN FOODS, ARLA FOODS AND
PRINGLES.

ACHIEVEMENTS
CREATED INTERNAL CREATIVE
PROCESSES THAT BECAME THE
STRUCTURE FOR THE APPROACH
TO CREATIVE WORK.

SUCCESSFULLY HELPED SECURE
REPITCH FOR KELLOGG'S BUSINESS
AND PAN EUROPEAN CEREAL
ACTIVATION CAMPAIGN.

2014 - JUN 2015
> TLC MARKETING
> CREATIVE DIRECTOR X1

LED AND MANAGED CREATIVE
DEPT OF 5.

OVERSAW THE CREATIVE OUPUT OF
THE AGENCY'S VARIED CLIENTS
INCLUDING: THE AA, CONTINENTAL,
HTC, METRO, GOCOMPARE, MONDOLEZ.

ACHIEVEMENTS
REFRAMED THE CREATIVE TEAM'S
WITHIN THE BUSINESS SO THERE
WAS MORE PRIDE AND PASSION FROM
WITHIN AND A TEAM ETHOS.

THIS LED TO A STRONGER TEAM
ETHIC AND CREATIVE WORK THAT
REPEATEDLY WON NEW BUSINESS
AND AWARDS FOR THE AGENCY.

2014 - JUN 2015
> TOUCAN
> CREATIVE DIRECTOR X1

LED AND MANAGED THE CREATIVE
DEPT OF 4 AND OVERSAW THE
CREATIVE OUTPUT OF THE AGENCY'S
CLIENTS INCLUDING LINDT,
DISCOVERY FOODS, OCEAN SPRAY,
NESPRESSO, TATE LYLE.

ACHIEVEMENTS
REPOSITIONED AGENCY'S OUTWARD
FACING PROPOSITION AND
IMPLEMENTED IT INTERNALLY
FROM LOGO TO WEBSITE.

THIS REVITALISED NEW BUSINESS
EFFECTIVENESS AND SAW 8 NEW
PIECES OF BUSINESS AND THE
AGENCY'S MOST SUCCESSFUL
BUSINESS YEAR.

CLIENTS INCLUDED LINDT, LEVI
ROOTS & TRACKLEMENTS. THESE
IN TURN THESE WERE WON SEVERAL
AWARDS FOR EFFECTIVENESS
AND CREATIVITY. X1

OCT 2008 - DEC 2012
> THE BIG KICK
> CREATIVE DIRECTOR

LED & MANAGED A CREATIVE TEAM
OF 10 CREATIVES, DEVELOPING THE
TEAM'S SKILLSET IN ALL ASPECTS
OF CREATIVE AND FUNCTION NEEDS
TO IMPROVE STANDARDS.

ACHIEVEMENTS
IMPLEMENTED CREATIVE PROCESSES
& WORKFLOW SYSTEMS.

LIAISED WITH RECRUITMENT
AGENCIES & FREELANCE CREATIVES
DIRECTLY.

INSTRUMENTAL IN NEW BUSINESS
WINS FOR WARBURTONS, ABINBEV,
NESTLÉ AND TESCO ACCOUNTS.

PRIOR TO THE ABOVE HELD
MORE JUNIOR ROLES AT:
BD-NTWK, CHILL MARKETING AND
CATALYST MARKETING. X3

>>>MISCELLANEOUS<<<
*140 HIGH BREAK AT SNOOKER
*RUN A GUINEA PIG HOTEL
*POLO MINTS MAKE ME SNEEZE X3

TOTAL: CREATIVE PASSION ££££

***** THANK YOU FOR SHOPPING *****
***** WITH ME TODAY *****

PLEASE CALL AGAIN

THIS COPY TO BE RETAINED BY THE CUSTOMER

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E STANTON_ANDY@HOTMAIL.COM
W WWW.ANDREWSTANTONITEMS.COM

BASED IN REDHILL, SURREY
REFERENCES ON REQUEST