MIKE MUTCH
DELIVERED

MIKE_Mutch Creative Director

I think it, draw it, and make it happen.

I'm a Creative thinker, an integrated idea generator, a joy creator, with a big eye for detail, and an ever-evolving technical ability full of boundless enthusiasm of life, love, typographical encounters, urban vinyl, sexy creative design and all things food.

Working for over 20 years across the UK and MENA regions for small start up agencies to the largest, global creative and production houses have taught me how to mix engaging omni-channel experiences to help build and transform brands.

With a very strong copywriting, creative direction, visualizing and Adobe backup, I'm truly hands on with my teams.

Skills + expertise:

Creative Direction (10+ years) **Copywriting** (10+ years) **Adobe Photoshop** (10+ years) **Graphic Design** (10+ years) **Strategic Planning** (10+ years) **Presenting** (10+ years) **Art Direction** (10+ years) **Branding** (10+ years) **Visualizing** (10+ years) **Event Planning** (10+ years) **Exhibition Design** (10+ years) **Team Management** (10+ years) **Marketing** (10+ years) **Creative Writing** (10+ years) **TV Scriptwriting** (10+ years) **Packaging Design** (10+ years) **Integrated Marketing** (10+ years) **Activation/engagements** (10+ years) **Product Development** (10+ years) **Brand Awareness** (10+ years) **Traffic Manager** (10+ years) **Mentoring** (10+ years) **Interpersonal Skills** (10+ years) **Digital Marketing** (4+ years) **Digital Media** (4+ years)

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Love + laughter: Work experience

Jan 2018 – Present **Relocated back to UK** (North West)

Freelancing/consultant - Ooredoo Global Group, Aspetar, Aspire Zone, Ford, Chester Zoo, Land Rover, Jaguar, Volvo, Mill hotel & Spa, FillMed medical beauty, Saint-Gobain insulation UK.

Aug 2015 - Jan 2018 **FP7 McCann Erickson** Doha

Creative Group Head -

- **Brought in directly by CEO to rebuild and source 25 strong creative team for Aspire Zone Foundation.**
- **Increase creativity working/thinking levels within agency.**
- **Created the briefs, and sat on board of judges for the end of year Marketing Course Creative Awards Show at Doha University** (Over 50 teams registered, whittled down to 10, top 3 given internships at Agency).

Clients; Aspire Zone Foundation, Ooredoo Mobile, Ford, Katara Hospitality, Hilton Doubletree Hotel, Manateq Development Group.

Sept 2014 - Aug 2015 **The Ad Kitchen** (UAE)

Creative Director Freelancing/consultant **-** F1 Abu Dhabi Grand Prix (pitch)

- Initial tender given by 20 creative agencies on pitch list, shortlisted to 2 and invited to pitch to Yas Marina F1 marketing team.

May 2012 - Aug 2014 **Tag:**MENA

Creative Director -

- **I was bought in to start up Tag:Ideas, a design and BTL shop that offered an ideation arm for existing clients global campaigns and activations**.
- **Numerous big blue chip client account wins.**
- **Business thinking - delivering the balance between great creative and profitable work.**

Clients; American Express (Centurion Card pitch win), HP, Jaguar, Land Rover, Hilton Hotels, Zurich, Barclays, DMO (Dubai Media Office), African+Eastern (Foster's pitch win), Nivea ME (BTL pitch win), DHL (pitch win).

Mar 2012- May 2012 **FP7 McCann Erickson** Doha

Creative Director -

- **Brought in to direct and shoot 3 x Vodafone TVC's in Creative Directors leave absence.**

Clients; QNB Bank, Aspire Foundation, Vodafone, Katara Hospitality.

Sept 2011- Mar 2012 **FP7** Bahrain/**FP7** Doha/**TAG:**Mena

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Creative Director Freelancing/consultant -

- **Brought in directly by CEO to present ASPIRE presentation pitches.**

(FP7 Bahrain) F1 Bahrain Grand Prix (pitch win), Bahrain Airport Authority, E-Gov, Al-futtain Group
FP7 Doha Aspire Zone Foundation (pitch win)
TAG:Mena Maybelline/L'Oreal

Jan 2011- Sept 2011 **FP7 McCann Erickson** Jeddah

Creative Director -

- **Approached directly by CEO to takeover, build and turnaround creativity working levels within agency.**

Clients; NCB bank, Fairmont hotels, Audi, Raffles hotels, Saudi Banks Group.

Jan 2010 - Jan 2011 **Fortune Promoseven, Momentum, Ogilvy Action**

Creative Director Freelancing/consultant -

- **Brought in for big pitches, overseeing all creative staff and work during Executive Creative Directors vacation.**

Nescafe brands creative strategies 2011, Nestle MY cup facebook 30" digital
TVC concept/production - **Momentum** Cadbury's Flake, Kraft/Toblerone, Puma
Social pitches - **Ogilvy Action** Unilever Domestos (pitch win) launch activation.

May 2006 - Jan 2010 **FP7 McCann Erickson** (GCC/Levant/Egypt/Iran)

Regional Creative Director **-**

- **I Brought the 20 million dollar Sony account back from the brink after they called a whole account review with a competitive pitch. My team and I not only retained the business, but Sony committed to the agency for another five years and increased their spend.**
- **Won 'Agency of the Year' on numerous occasions, picking up prestigious local and international creative and marketing awards.**
- **Lead the regional creative teams within the MENA/Levant/North Africa region retaining Sony, HP and Nescafe accounts.**
- **Worked within the global network to deliver key pitches including the Nescafe Gold campaign for Russian, Ukraine and Polish markets.**
- **Took FP7 DXB from the No 47 Nestle creative agency in the world to No 5.**
- **Achieved the highest rating appraisal amongst all other Nestle chosen agencies with 86% affectivity.**

Clients; Nescafe, SONY, HP, SONY PlayStation, SONY Ericsson, Johnson & Johnson, Nivea, Carrefour, Heinz, Coca Cola, McDonald's.

Jan 2003 - May 2006 **FP7 Seven Below** (UAE/Bahrain/KSA)

Regional Creative Director **BTL** -

- **Asked to rebuild the 7 Below brand, setting up a more cohesive creative/account working system.**
- **Creating and implementing a new time management traffic system.**
- **integrated the 'Above the line' Agency creative teams into multi channel thinking…the birth of FP7DXB** Brand marketing/activation/experiential and development, BTL.

Clients; Acer, MasterCard, Nivea, L'Oreal, HP computers, Nestle, Heineken, Amstel Light, Sol Beer, Tiger Beer, NCB, Emirates bank, Sigma Paints.

Nov 2000 - Jan 2003 **QED Advertising** (Bahrain/KSA)

Creative Director -

- **20/20 pitch wins -** (perfect vision!!) **Agency taken on/over by Fortune Promoseven**

Clients; BMW, Mitsubishi, Karim Food Group, Applebee's, and Le Meridien Hotels.

July 1999 - Nov 2000 **Face to Face** (Bahrain/KSA/UAE)

Senior Art Director -

- **Learned to write Arabic, creating new Arabic fonts to represent female/male ownership.**
- **Changed the local phrase perception "You can't do that into can do".**

Clients; Colgate Palmolive, Sigma paints, Mitsubishi, Majid Al Futtain (largest retail brand, UAE)

Believe + **achieve:** Personal statement

I believe my strengths are leading, motivating a creative growth from within, from the initial client briefing to creative solution presentations.

My expertise of building, inspiring, developing and leading teams of art directors, copywriters and production teams, both in person and remotely, guiding teams to develop strategic, engaging and insightful high-quality work every time.

Overall my team leading strengths are turning good into great, potential into performance, and a group of individuals into a team of winners.

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