

Dan Wilkinson

Creative Director/Consultant

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I'm a Creative Director with 15 years experience leading creative work for household-name brands across pretty much every sector. I've never truly specialised and always worked without boundaries. Which generally means every avenue is an open one for me. I'm a creative leader. Leading people, projects, accounts, strategies and often entire brands. I've lead small teams and large ones. Built departments from the ground up and even scaled them down. Most of all though, I'm a leader of creative process and coach/cattle-prod of creative brains.

I've lead work for brands such as American Express, Visa, Land Rover, Jaguar, Lexus, Volvo, Seat, Nokia, Sony Ericsson, Virgin Media, UEFA, Premier Inn, TUI, Cineworld, National Rail, Lucozade, McVities, Post-It, Simple, Sensodyne, San Miguel, De Beers, HSBC, Lloyds TSB, Legal & General, NFU Mutual, British Heart Foundation and Smokefree.

EVEN Creative

Founder/Director

Apr 2019 – Present

London, United Kingdom

I operate as an independent creative and consultant helping a broad range of businesses with a broad range of needs. That comes in the form of developing integrated creative solutions and strategies but also reconciling existing brand and marketing creative to give it more balance and impact. I operate as an on-call Creative Director within businesses, offering guidance and oversight on everything from product innovation to internal comms. And for anyone looking to bring creative services 'in-house', I can help assess, plan and implement that in the most effective and efficient way possible.

Premier Inn

Senior Creative Manager

Feb 2014 – Apr 2019

London, UK

I lead all aspects of creative for the UK's largest and most-loved hospitality brand, Premier Inn. Over the past 5 years I've built a brilliant team of creatives, designers, writers and makers whose aim is to make our brands truly stand out. We've consistently increased the effectiveness, impact and engagement of our brand communications and experiences and provided highly creative solutions to challenges and opportunities across the business.

My remit is a wide one and continually expanding. I lead the creative development of all TTL brand campaigns, multi-channel commercial comms programs, product and brand communications and physical environment design development. I'm also responsible for continually pushing the creative evolution of our hotel and restaurant brands and the launch of new ones - hub by Premier Inn and ZIP by Premier Inn. I consult on everything from experiential and digital product design to developing better working methods and processes within the business.

GreyPOSSIBLE London

Creative Director

Nov 2012 – Feb 2014

London, UK

As part of the joint venture between Grey and Possible, I lead global digital accounts for HSBC, McVities, Lucozade, British Heart Foundation, Sensodyne, Pronamel, Brother and Nytol. This saw me lead development of McVities' Sweet masterbrand campaign, Lucozade Sport's 'I believe' campaign and numerous global product launches for Sensodyne. I also acted as interim ECD within the joint venture as we awaited a candidate for that role and a conduit between the Grey creative teams and ours.

Education

Northumbria University
BA(hons) Multimedia Design
2002 – 2004

Newcastle College
HND Graphic Design
2000 – 2002

Licenses & certifications

Chartered Management Institute
Level 5 Management &
Leadership

Honors & awards

Creativepool Annual 2018 Judge
Webby Honoree - Government
BIMA Award - Automotive
RSA Student Award - Interactive
Design

Languages

English
Welsh

POSSIBLE

Associate Creative Director
Aug 2012 – Feb 2014
London, UK

In 2012, Fortune Cookie became part of POSSIBLE, WPP's largest digital agency. This saw me continuing to lead UK, European and global accounts for National Rail Enquiries, Legal & General, UEFA, De Beers, Truphone, RICS and Auto Trader as well as picking up new accounts with Nestle, MoneySupermarket, Truphone and Creative Skillset. I also lead a number of successful new business pitches and account wins and managed a team of 3 designers within the larger Creative department.

Fortune Cookie

Art Director
Apr 2010 – Aug 2012
London, United Kingdom

During the two years I spent at Fortune Cookie I lead a multitude of digital projects for UEFA, Europcar, TUI, De Beers, Butlins, City of London and Business Link, as well as leading entire accounts for National Rail Enquiries, Legal & General, RICS and Auto Trader. These included the BIMA award winning Trader Connect app for Auto Trader, the Webby-honored redesign of the City of London website and the creation of a global multi-channel digital network for RICS.

Blueview

Senior Creative
Apr 2009 – Apr 2010
London, UK

Following the purchase of Glass I became Senior Creative for all digital accounts leading builds and campaigns for Lex Autolease, Discovery Channel, TotalJobs and NHS Westminster. I was also responsible for leading digital on new business drives and pitches for ESPN, Football League, English National Opera and Ogilvy Egnite.

Glass

Senior Designer
Apr 2007 – Apr 2009
London, UK

At Glass I lead digital projects for Nokia, Cineworld, Allen & Overy and Smokefree. These included a pan-European launch campaign for the Nokia 500 sat nav and the complete redesign of Cineworld's website.

Freestyle

Designer
Oct 2004 – Apr 2007
Warwickshire, UK

My first role was at Top 100 agency Freestyle designing interactive experiences for Land Rover and Jaguar. I also worked on web builds and campaigns for the likes of Simple, Taylor Woodrow, West Midlands Police and Laithwaites.