

Mark Anderson // Creative Director

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// About

With over 23 years international experience across a breadth of sectors, I have proven creative, leadership and mentoring skills which enable me to originate and deliver exceptional work.

Strategically minded with strong business acumen, I've helped define and support the direction of both an agency's creative output and its organisational ambitions – playing a pivotal role in expanding client portfolios and building ambitious teams whilst working across both global and regional brands.

By building teams based on 'non hero' foundations, challenging expectations and enabling increased ownership and accountability, I ensure a culture that fosters creativity and supports the overall business proposition. Diplomatic leadership creates collaboration within and between teams, whilst providing focus and attention to support and provide individual progression.

In developing a greater understanding of the client through discussion, research and analysis, I can make strategic business-led decisions that ensure the end result fulfils short-term gains, as well as meeting long-term objectives – cementing the client relationship and directing them into new and exciting territory.

// History



Co-Founder / Exec. Creative Director / MD // Apr 08 > Present // UK & Denmark
www.welovedigital.com

From two partners with no funding, to an award-winning top 100 agency servicing a global client list for 12 years. Responsible and accountable for the company vision, creative output and ongoing management of the agency. With a FT headcount of 27 (plus freelancers and 3rd party teams) across the UK and Danish office – reaching a peak annual T/O of c. £2.4m.

During this time, we developed long-standing relationships with global clients, including:
Sony Mobile / Yamaha Motors / Endemol Shine / DFDS / Maersk / Turner Broadcasting / MTV / Housework / L'Oreal / Bensons the Juicers / Emirates / EPIC Adventures



Associate Creative Director // Nov 07 > Mar 08
www.akqa.com

Hired specifically to service the newly won Ferrari account and to deliver the first ever digital launch of a Ferrari – The California. Responsible for building the project team, creative and strategic approach and the successful running of the project, with a direct report to Ferrari management at Maranello.

I also supplied creative leadership for the Microsoft account – creating and defining what was to become the Windows Phone OS.

Clients:
Ferrari / Microsoft

NOMADS Snr Art Director > Creative Director // Nov 04 > Oct 07

www.wearenomads.com

Accountable for the delivery of innovative multi-platform solutions and for MediaCatalyst's (later Nomads) design team's performance, growth and development, by nurturing team mentality through a shared ownership ethos.

Part of the management team that helped realise the potential of MediaCatalyst as a young agency, resulting in its growth from a headcount of 35 to 70 during my tenure.

Clients:

Sony Ericsson / Canon / NXP / Philips Design / Speedo / Sony Europe / Dunlop / ING / Schiphol Airport / Dunlop / Yamaha Motors Europe



Designer > Snr Art Director // May 96 > Nov 04

www.img.com

One of four original members responsible for creating and driving the vision of TWI interactive (later IMG Media) which grew to four offices globally, employing over 180 people.

With overall creative responsibility of the UK office and supervision of design output from satellite offices (Boston, Sydney and Hong Kong).

Clients:

FIFA / Open Golf Championship / FC Barcelona / Manchester United / Rugby World Cup / Brazil Football Association / BBC / International Olympic Committee / Wimbledon

// Awards / Publications / Education

46 Honours and Awards including: Lovie's / DADI's / PIXEL / BIMA's / FWA's / Drum's / Communicator / Fresh / Davey / W3's / HSBC Star Start Up / Awwwards / Hot Crush / Visionary Design Award / Webby's

Creative Social: Hacker, Maker, Teacher, Thief: Advertising's Next Generation / Contributing Author
EPIC Adventures / 4 Children's Journals / 1 Children's Story Book / 1 Children's App-Book / 1 Adult's Journal

BA (Hons) Graphic Design / 93-95 / School of Art and Design / Coventry University
HND Graphic Design / 91-93 / School of Art and Design / Northampton University
OND Graphic Design / 89-91 / Kent Institute of Art and Design / Canterbury

// References

Sophie-Kim Chapman // Vice President / Digital and Marketing / DFDS // Sophie-Kim.Chapman@DFDS.com
Hans Howarth // CEO & Founder / Nomads // Hans@WeAreNomads.com
Nick Hoskin // Executive Creative Director & Founding Partner / Something Inc. // Nick@Something.Media

// Things that keep me sane / not sane
two children / snow and mountains / house music / endless diy /
motorsports / travel and adventure / my better half