

MATT WESTON - CREATIVE

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PROFILE

I have worked in the advertising and creative industries for 12 years in Paris, Sydney and London. Initially I worked in digital design and then became a creative in advertising, working now as an integrated writer and International Lead.

WORK EXPERIENCE

o International Creative Lead Proximity BBDO, Paris June 2011 - Ongoing

Creative direction of three creative teams working on integrated campaigns for P&G and Kraft international clients. Overseeing and helping to craft all work and manage work flow and presentations. Copywriting and ideas. Clients Philadelphia, Gillette, Oreo, Mikado, Tassimo, Wella.

o Senior Writer SOAP Creative, Sydney Feb 2011 - June 2011

Integrated writing. I work with designers, developers and social media specialists to create integrated campaigns. Clients included LYNX, Warner Brothers, Unilever and Foxtel.

o Copywriter M&C Saatchi & M&C Mark, Sydney May 2008 - Ongoing

Working for both the TTL and Digital agency as a copywriter. Included head creative for Optus Online Sales Channel. Clients; EMI, Woolworths, NESTLE, Optus, Qantas, Pizza Hut, Westfield and Qantas Frequent Flyers.

o Copywriter DRAFT FCB, Sydney Dec 2007 - May 2008

Ideas TTL / digital / ambient. Clients included Greenpeace, Netti Cycle Gear, Lindt, WHO Magazine.

o Copywriter / Art Director Griffen Creative, Sydney Jan 2004 - Dec 2007

Ideas TTL / digital / non-traditional. Clients included: NetRegistry, Telstra Stadium, Barilla Pasta, EcoPoint Resort.

o Digital Designer The Ideas Group (The Foundry), Sydney Nov 2003 - Feb 2004

Digital design using Flash MX to develop a company presentations/animations.

o Digital Designer Alban House, London, UK Oct 2002 - Oct 2003

Various digital and print projects - PR / marketing collateral.

o Digital Designer Hot Fish Global Communications, Sydney July 2001- July 2002

Web design for clients in Real Estate, Optometrist, Environmental and Mining industries.

o Digital Designer Milne & Partners Advertising, Sydney Jan 1999 - June 2001

Web design for various clients including Riviera and Marina Boating.

QUALIFICATIONS

- **AWARD SCHOOL, Sydney** (graduated in Top 30 advertising students in Australia)
- **HND Informational Illustration** Design Isle College, Cambs, UK (High Distinction)
- **BSc Biochemistry** University of Birmingham, UK (2(i) honours)

SKILLS

Digital / Integrated and TTL idea generation. Copywriting short and long copy. Software knowledge includes Word, Adobe Creative, Basecamp, HTML, CSS.

AWARDS

- **ADMA Bronze (Craft)** - Optus Football Online
- **ADFEST Bronzes (online video, best integrated cyber campaign)** - Mr Knowitall
- **Caples Gold (interactive microsite)** - Mr Knowitall
- **POPai Marketing at Retail Bronze award** - Optus Pinata Christmas Campaign
- **Effie Awards Bronze** - Optus Prepaid for 'Long Term Effects'
- **FindLaw Australia Web Site Awards** - Winner Web Design - 2005