**PAUL READING
CREATIVE DIRECTOR**

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**SUMMARY**

I’m a vastly experienced Integrated Creative Director with a passion for creating simple, single-minded and highly effective campaigns across a broad range of disciplines. A career that started in above the line advertising has, over four decades, also afforded me the opportunity to develop skills in shopper marketing, sales promotion, direct marketing, experiential activation and CRM. Many of my roles have involved leading and inspiring creative teams, collaborating with clients at all levels, and delivering stand-out creative executions - from pitch presentations to global campaigns.

**EXPERIENCE**

**Co-Founder and Creative Director. Unsame. October 2023 – Present.**

Working alongside my business partner Guy Hepplewhite, Unsame is a creative agency unlike a creative agency. The business gives us the opportunity to work either directly with brands, or in a more adhoc capacity with agencies. In our first six months, we’ve worked on projects for multiple drinks brands, and in sectors including finance, hospitality and sports.

**Brand Communications Creative Director. 1HQ. June 2019 – June 2023.**
Historically an FMCG branding agency, I was hired to help grow 1HQ’s comms offering.
Against all odds, we thrived during the pandemic, winning clients such as Optibac, Hungry Horse and Nature’s Heart. I also created campaigns for a number of key clients including Birds Eye, Hellmann’s and Pepperami, and collaborated regularly with the Singapore and Amsterdam offices on clients such as Wella and Dole. Under my creative guidance,
the Comms team became one of the most profitable areas of the business.

Freelance Associate Creative Director. BecauseXM. June 2018 – June 2019.

1. An immersive and rewarding year, helping to deliver large scale experiential projects for the likes of Amazon, Schwartz, Blu, Hive and Continental Tyres.

Freelance Senior Creative. N20. Jan 2018 – June 2018.

Experiential activation conceptual work for Heineken, Asics, Budweiser and Coca Cola.

**Head of Art. Table19. Sept 2013 – Dec 2017**

Lead Creative on Sky, NowTV, Black Rock and Internet Matters. Contributed to a number of pitch wins (Investec, Sainsbury’s, Virgin Active). As a Leadership Team member, I introduced a variety of internal and external initiatives, including ‘Craft Club’, a monthly event to highlight excellence in creative production - photographers, illustrators etc...

1. **Head of Art. Savvy Marketing. Jan 2011 – Aug 2013.**

Responsible for overseeing creative teams, designers, digital creatives and artworkers,
as well as managing my own very fast-paced schedule of shopper marketing creative projects. Contributed to pitch wins including Adidas, Mars, Britvic and Ragu.

Creative Group Head. Billington Cartmell. Jan 2008 - Jan 2011.

I joined BCL to help them develop a more integrated offering, having previously been a sales promotion agency. I contributed to pitch wins for Lucozade, Guinness, Aegon and First Choice. I also Introduced ‘BCL Exposure’ to showcase photographers and illustrators with little or no commercial experience, and implemented the graduate recruitment programme.

Senior Art Director. Rapier. May 2006 - Jan 2008.

During a transitional period for the agency (three CD’s in a year), I created DM and digital campaigns for the likes of Mercedes Benz and The Co-Op. I also helped launch Virgin Media in the UK, and collaborated on a successful pitch for the Lloyds TSB DM business.

**Art Director. Wavv Rapp Collins. Jan 2005 – April 2006.**

My first role within an agency predominantly focussed on direct mail. From concept through to production, I delivered campaigns for the likes of NSP­CC, Cancer Research UK, Unicef and Capital One. I also played an integral part in winning the Barclay’s DM account.

**Art Director. Leo Burnett. Jan 2002 – Jan 2005.**

I spent a rewarding and enjoyable three years here working with some very talented people.
I got to work on cam­paigns for brands including McDonalds, Nintendo and Kelloggs.

**Art Director. DMB&B. April 1997 – Dec 2001.**

My first job in advertising, where I cut my teeth on a huge range of clients including Tetley,

Hovis, Wickes, COI, Littlewoods Pools and Mars.

**EDUCATION**

Buckinghamshire College - B.A (Hons): Graphic Design and Advertising.

Amersham and Wycombe College – BTEC Foundation: Art and Design.

Chesham Park Community College – 8 GCSEs: Maths, English Literature, English Language,

Physics, History, Design Technology, Art, Geography.

**INTERESTS**

As you’d expect, I have a keen interest in art and design. I also love music, particularly Americana, Folk and a smattering of Country (don’t judge!). I’m a regular festival goer and enjoy live music often. I help coach my son’s football team and am enjoying watching him progress every season. I also run and train regularly to counter-balance my love of eating and drinking with friends and family.

**REFERENCES AVAILABLE ON REQUEST**