

Mick French | Creative Director, Copywriter

I LOVE

BIG

IDEAS

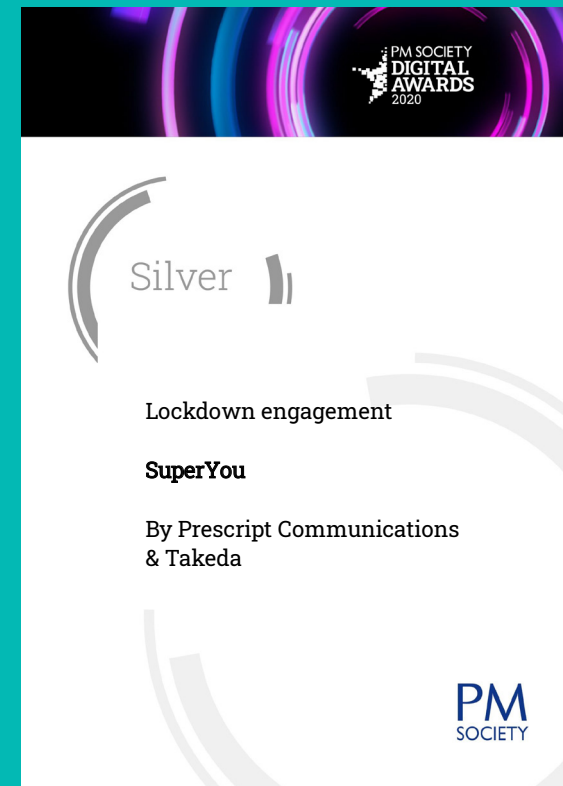
Mick French

I am a very experienced creative, having worked for many different clients and different marketing sectors.

In my last year alone, I successfully won five creative pitches for Prescript Communications, as well as winning them their first ever creative award in the form of a PM Society digital award for best innovation during Lockdown.

I like to work collaboratively and my pragmatic approach to problem solving and desire for finding new and original ways to solve the brief makes me very easy to work with and enormously productive.

I always look forward to taking on my next challenge.



Mick French | **Personal Statement**

Hello

I am a conceptual creative person, specialising in great ideas that work across all platforms.

My experience spans from working for Global advertising agencies, through startups, to mining companies, pharmaceutical agencies and beyond.

My skills include copywriting, content development, script writing, internal communications, OOH, TV commercials, website copy, TOV development, digital ideas and many more.

I work quickly, collaboratively, diligently and with a smile on my face.

Key Skills

- Part of a successful team either as a solo Copywriter, or working with an Art Director

- Highly conceptual thinker with a proven awards pedigree

- Strong presentation skills and good at building client relationships

- Versatile copywriting skills – able to adapt to any tone of voice on any platform

- Experience of being a Creative Director as well as a Copywriter

- Good people skills; enjoying mentoring teams and garnering enthusiasm

Mick French | **Employment History**

Prescript Communications

Letchworth

2019 – 2021

Achievements and Responsibilities

- Worked as a creative team with art director, Steve Mew, on numerous high-profile, award winning projects across the Pharma industry
- Created the award-winning Super You concept for Takeda
- Winner of 5 major new business pitches
- Liaised with and advised clients on projects and suggest alternative methods to achieve their goals within budget
- Creation of exciting and innovative ideas for campaigns, internal communications and digital materials
- Repurpose all communication media to take on board Covid regulations and to reach people working from home.
- Regularly present creative concepts to clients and join client project scoping meetings
- Created content and assisted as a consultant on the roll-out of the Novartis brand re-vamp
- Responsible for rebranding and new tone of voice for the agency, rolling out a whole new campaign for Prescript.

First Quantum Minerals

Global

2017 – 2019

Achievements and Responsibilities

- Creative lead across all internal communications spanning 11 countries and seven languages
- Created the 20,000 stories website – a CSR initiative to tell the world what great things FQM do for the communities in which they operate
- Write, conceive and produce the monthly newsletter to all employees and co-ordinate its design, translation, information and delivery
- Visit mine sites across the world to gather information and research local needs for internal communication
- Write all communications in the style of the CEO and senior stakeholders and ensure their delivery to the right people
- Devise ways of communicating to 17,000 people who aren't on email or the internet
- Constantly create new communication initiatives to roll out across the company.

Mick French | **Employment History**

The Big Idea Shop

Creative Director/Copywriter

2014 – 2017

Achievements and Responsibilities

Projects included:

- Copywriter and lead creative development for 5X5 agency
- Creative development of the MG account for RAPP Dubai
- Creative concepts for winning pitch for Nokia through agency Kemosabe
- Website TOV and content copy for Satellite Creative
- Brand guidelines and TOV copy for Hudson Shoes.
- Fully integrated campaign for Ford Kuga at GTB
- Integrated Christmas campaign for Southern Comfort at Kemosabe
- Successful pitch for Radio X for HeyBigMan
- Successful and controversial pitch for GBK for the You Agency.
- Successful pitches for Cisco and Southern Comfort for Kemosabe.
- Ikea and NCASS website content development for HeyBigMan

Havas London

Creative Director

2008 – 2014

Achievements and Responsibilities

- Successfully ran and managed the RB account for the UK, plus Europe and North America
- Operated as a mini agency within Havas with my own TV, account management and planning departments.
- Made lots of money for RB with increased sales across all products and made some pretty good stuff in the process.

Mick French | **Employment History**

Euro RSCG London
Global Creative Director
2007 – 2008

- Responsible for creating worldwide advertising for RB
- Co-ordinating creative teams around the world to create campaigns.
- Became the King of Link research

Euro RSCG Global
Senior Copywriter
2005 – 2007

- Worked on the global Jaguar account
- Created campaigns for RB Worldwide
- Won the Global pitch to bring all of the RB advertising into Euro RSCG

Freelance London
Senior Copywriter
2003 – 2005

- AMVBBDO
- Publicis
- Euro RSCG

WCRS London
Creative Director and Board Director
2000 – 2003

- Ran the National Lottery Account, increasing sales for the first time in history.
- Also ran the Radox, Brylcreem and Toshiba accounts.

Other Agencies London
Copywriter
1984 – 2000

- Ogilvy
- BBDO
- BMPDDB
- Y & R

Education

Manchester Metropolitan University Manchester
BA (Hons) Design for Communication Media
1981 – 1984

References available on request



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