



Mark Howard
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IN A NUTSHELL

A Senior Art Director with substantial experience who has worked at some of London's most progressive agencies and has run two creative shops of his own.

KEY SKILLS

Senior Creative.

High-quality ideas. Lots of them.
Delivered quickly. Directorial skills that are now being applied to AI.

Art Direction.

Visual inspiration and design oversight.
Photoshop, InDesign, Illustrator,
MidJourney, Nano Banana.

Freelance / 2019-2026

Senior Art Director

Recently completed a wide-reaching brand campaign for Absolute Collagen and have written a series of award-winning adverts for Specsavers that were described as 'a masterclass in short-form comedy' and got over 1,000,000 views on one social platform alone. Currently involved in the development of three AI films for clients.

McCanns / 2018 - 2019

Freelance CD

Worked with the ECD across the Coca-Cola portfolio taking the Creative Lead on the European Halloween activity for Fanta.

DUKE / 2016 - 2018

Founder ECD

Started with Rolls Royce as a founding client, but quickly won the Foxy Bingo, Imperial War Museum and Keep Britain Tidy accounts, topping the Campaign new business league 2017.

Us / 2000 -2016

Co-Founder ECD

A new agency model that offered both creative solutions and film production. Supported by Another Film company and Independent, we went on to direct over 100 films for brands such as Xbox, Citroen and Vodafone and created several campaigns direct to clients including Greene King, Lil-lets and the National Lottery.

St. Lukes' / 1999 - 2000

Head of Art

Partnered with CD Al Young and promoted to Head of Art. Worked on BT and Ikea.

HHCL / 1996 - 1999

Head of Art

Partnered with (the other) CD Al Young. HHCL (voted 'Agency of the Decade'). Gave me the opportunity to work on Guinness, several Martini brands, and Mazda. Promoted to Head of Art, and oversaw campaigns for Tango, Robinsons, Guinness and Mazda.

Awards

D&AD. Campaign Poster. Creative Circle Gold 2026 and BTA silver 2026.

Interests

Anything that endangers personal safety: Snowboarding, motorbikes, martial arts, running. Also interested in Street art and currently obsessed with Far Eastern Horror.