

# Mark Howard

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## In a nutshell

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

**It's a privilege to be able harness my experience and enduring love for creativity and continue to make a real difference to a client's business.**

## Key skills

### Senior Creative.

High-quality ideas. Lots of them. Delivered quickly.

### Head of Art.

Visual inspiration and design guidance.

### Visualisation and design.

Photoshop, InDesign, Illustrator and Midjourney.



### Freelance / 2019-2024

#### Senior Art Director

Recently completed a total relaunch of Neilson active holidays, created a straight talking terrier for Harringtons dog food, wrote a series of idents for Specsavers and took over London with a campaign for AG1.

### McCanns / 2018 - 2019

#### Freelance CD

Worked with the ECD across the Coca-Cola portfolio including the launch of Aquarius to the U.K and 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 Independent films and Another Film company, 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, I oversaw campaigns for Tango, Robinsons, Guinness and Mazda.

### Awards

D&AD. Campaign Poster. Creative Circle.

### Interests

Anything that endangers personal safety: Snowboarding, motorbikes, martial arts, running. Also interested in Street art and am currently developing a personal illustrative project.

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