

Daniel Hurrell

Creative Director | Art Director

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○ **Freelance**
London & Bristol
Feb 2003 – present

Senior Integrated Art Director

I conceive, scamp, write, direct and design – and have done so as a freelancer since 2003. I’m equally at home with mouse or marker, teamed with a writing partner or going solo. Online, offline, above the line, through the line – I’m all over the line – it’s all about the big idea.

○ **Silver Agency**
Cheltenham
Apr 2016 – July 2016

Creative Director

I developed and directed measurable, award-winning creative deliverables, and nurtured creative talent. I was responsible for the quality of Silver’s creativity, creative production and staff supervision – I improved and upheld Silver’s standard of creative excellence and profitability, while achieving client business objectives.

○ **Havas helia**
Cirencester
Aug 2015 – Mar 2016

Associate Creative Director

As Associate Creative Director, I conceived, produced and oversaw creative work across traditional and digital media for direct response and CRM campaigns. I was responsible for a team of eight plus freelancers. I helped to set levels of excellence and ensure the agency consistently delivered superior work to clients.

○ **NBCUniversal**
London
Jun 2015 – Aug 2015

Senior Integrated Art Director

I was commissioned to work on a series of profile films showcasing extraordinary, but real people. My role was to art direct the shoots, and to conceive and design all the ‘off-air’ content for the campaign. This covered online, a campaign microsite, and the creation of a photo-library of images for future collateral.

○ **OTM**
London
Aug 2014 – Feb 2015

Head of Creative

As Head of Creative I built and managed a team of Art Directors, Designers and Technologists. I developed high-level concepts and inspired internal teams. Mine was a hands-on role and I helped to create an environment where the best ideas could be born and thrive.

○ **SapientNitro**
London
Apr 2013 – Aug 2014

Senior Integrated Art Director

Teamed with a copywriter and armed with a big fat marker pen, my role as Integrated Art Director involved creating effective, measurable, direct response marketing and advertising campaigns for both on and offline channels. From scamps through to highly finished Mac visuals.

- Orchestra**
London
Jul 2009 – Jun 2013
Head of Art / Deputy Creative Director
I provided direction, leadership and inspiration to the creatives of the agency. In addition to my role as a senior creative, I was responsible for ensuring that the art direction and design was of the highest standards. Working closely with the Creative Director we set the design and creative agenda for the entire agency. As in all my roles.
- Lick Creative**
London
Jan 2009 – Apr 2009
Art Director
Contracted as Senior Creative working on Tesco, the agency's largest account, my work covered in store POS and branding of seasonal campaigns, financial and telecom products.
- News International**
London
Sept 2006 – Sept 2007
Creative Director
My role was to create an 'agency' approach to all creative briefs. Generate and oversee activity within The Times, The Sunday Times, supplements and Times Online for clients such as Ariel, Barclays, BMW, Clinique and Ford. Always ensuring all solutions had the 'big idea' behind it.
- Purple Creative**
London
Mar 2003 – Sept 2006
Art Director & Graphic Designer
Purple Creative is a creative solutions company offering integrated ideas, designs and brand building. I worked as Art Director and Graphic Designer on a broad range of work including branding, identities, direct marketing, sales promotion, advertising and brand communications.
- Digitas**
London/NY/Boston
Oct 1999 – Feb 2003
Head of Creative
I headed up a team of Art Directors, Designers and Artworkers ensuring that all projects answered the brief, that timings were met and that all creative work was produced to the highest standards. As key figure in creating the creative model for Digitas London, I was responsible for all off-line.
- TEQUILA**
London
Jul 1997 – Oct 1999
Creative Manager
I set-up and ran the design studio for this growing agency. During my time, Tequila UK merged twice with two other agencies doubling the creative teams and my responsibilities on each occasion. I oversaw all work, highlighted potential problems and guided where necessary.