



pi creative
advertising & direct marketing

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Career

Freelance

2006-09

Clients : Grey (London), Geronimo, Spinnaker, Inbox Digital,
Golley Slater, Turquoise Design, Air Creative, TMA
Marketing, **Goode.**

Cooney Bains

Senior Writer

2003-06

Clients: Mercedes-Benz, smart, the AA, Business Link,
The Carbon Trust, London Underground,
Quadriga digital systems, Plantronics.

Freelance

2002-03

Clients: Draft Worldwide, Cooney Bains, Marketing Team Direct,
Blue Marlin, Bristol Rugby Club, TMS.

Perspectivesredcell

Group Head

1999-02

Clients: Barclays, Daewoo, NBA, Carlsberg Tetleys, American
Express, Kodak, Orange, HP, Centre Parcs, Cadburys,
Eclipse Holidays, Sky TV, Thresher.

Carlson

Group Head

1997-99

Clients: British Airways, BBC, Beefeater, BT, Nestle (Nescafe)

McCann-Erickson

Senior Writer

1993-97

Clients: Esso, Cathay Pacific, Air Canada, American Express,
Walls foods, Panasonic, Technics, GEC, AT&T, Forte
Hotels, South African Airways, British Gas, Kawasaki,
Nestle foods (Shredded Wheat and Shreddies).

Waldron Allen Henry, Thompson/Direct Edge

Writer/Senior Writer

1991-93

Clients: Economist, Commercial Union, Eastern Electricity,
COI (Drink/Drive), COI (Car Tax), Cadburys

McCarthy Cosby Paul

Writer

1988-91

Clients: Vauxhall Motors, National Girobank, Air Europe,
Pizza Hut, Dolcis shoes, Dunlop tyres, Burton Group,
The Mortgage Corporation, Unisys Computers

TBWA

Writer

1985-88

Clients: Norwich Union, Consumer Association, Tjaeborg
Holidays, National & Provincial Building Society,
Chase Manhattan Bank.