

RICHARD BEER

CREATIVE DIRECTOR

Multi-award-winning CD, storyteller, filmmaker, content creator, traveller and word-nerd.

Portfolio: <http://www.richardbeer.co.uk>

AWARD HIGHLIGHTS

7 Cannes Lions (4 Gold 3 Silver), 3 Webbies, 7 Lovies, a D&AD White Pencil, 2 Shots Awards, 6 British Craft Arrows, 3 Campaign BIG, the DADI Chairman's Award, a few Clios, etc...

SKILLS

Creative Direction

Conceptual thinking

Copywriting

Creative and Brand Strategy

The psychology and structure of storytelling

The reasons people actually share things

Video and short-form film

Social media content

Writing everything from comedy and drama scripts to Tweets and long form copy.

Pitching (and winning, like, a lot)

Technophile and a bit of a nerd, in love with AR/VR, AI, video-gaming and futurology.

EMPLOYMENT

Current

Freelance Creative Director

For the last few years, I've been dipping in and out of Freelance CD and Creative work at a huge variety of clients on both long and short-term contracts, both in the office and remote. This included a year at **Google**, 6 months at **Facebook**, and multiple stints in-house at brands like **Manchester United** and **Skyscanner**, and regular work for both agencies (**Grayling, Revolt, RGA, Don't Panic**) and Production Houses (**Great Guns, Just So, Unit 9**). I've even written a computer game (Voyna, now on Steam!).

Sep 2018 –
Jan 2019

Gravity Road - Creative Director

Creative Director developing content for Sainsbury's and various client pitches.

Aug 2016 –
Feb 2017

AllTogetherNow - Executive Creative Director

Executive Creative Director overseeing the growth of The&Partnership's new digital/social agency.

2013 – 2016

Don't Panic London - Creative Director (www.dontpaniclondon.com)

First Creative Director of Don't Panic, instrumental part of their growth into a proper digital agency, responsible for creating, writing and overseeing some of the most successful charity, good cause and activist campaigns of all time.

Nov 2012 -
March 2014

Freelance Copywriter / Creative Director

A couple of years just figuring shit out, you know? Transitioning mostly from a Head of Copy who was desperate to do video into a Creative Director who did video.

Oct 2006 –

JPMH Ltd - Head of Copy

- Nov 2012** Began as a Junior Copywriter, worked my way up to Head of Copy writing stuff for Google, American Express, BlackBerry, Nestle Purina and others. If you need to know anything about looking after, feeding or training cats and dogs I'm totally your guy, btw, even to this day.
- Dec 2005 – Oct 2006** **Freelance Copywriter**
Honestly I can't even remember.
- Nov 2004 – Dec 2005** **Wheel Ltd - Producer -> Copywriter**
Oh man, those were the days. Sat there at my producer's desk using MS Project thinking "Is this what I want out of life? I don't even want my boss's job! There's got to be more to it than this..." Reader, there was!

CONTACT

Reel: www.richardbeer.co.uk

Tel: 07733 268 737

Email: rich.beer@gmail.com

Hood: London N16

EDUCATION

University of York

History Degree (2i, BA Hons.), final dissertation on British Slavery in the Caribbean which was eye-opening and horrifying. History is interesting, y'all. People should read more history.

Harrow School

Jeez. Well that was a mistake.

HOBBIES

Travelling as much as possible

Climbing, mostly bouldering.

Film, cinema and TV

Video-gaming

D&D

My kids, who although they come last here actually always come first! ♥