

RICHARD BEER

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

Multi-award-winning Creative Director

EMPLOYMENT

- Feb 2017 – Freelance Creative Director**
Telling stories and solving problems for creative agencies and film production companies.
- Aug 2016 – Feb 2017 AllTogetherNow (<http://www.alltogethernow.agency>)
Executive Creative Director**
Tasked with building a team to make ATN a more creative, vibrant part of The&Partnership producing content for big brands like Lexus, Argos, Travelodge, Hive, Karen Millen, iD Mobile and more.
- 2013 – 2016 Don't Panic London (www.dontpaniclondon.com)
Creative Director**
Building and running the creative department of one of the hottest small agencies in London, creating multiple globally successful, award-winning videos and campaigns (including [Too Much Information](#), the [Most Shocking Second a Day](#) and [LEGO: Everything is NOT Awesome](#)) for a huge variety of charities/NGOs (including Save The Children, Greenpeace, Unicef, NSPCC, Liberty, RSPCA, NAS etc) and brands (including Channel 4, Sky, Just Eat, Lionsgate, MTV, ENO etc).
- Nov 2012 - March 2014 Freelance Copywriter / Creative Director**
Generating original ideas and inspirational copy for agencies and clients alike, including Don't Panic, IDEO, Bravand, RVS and Vectone.
- Oct 2006 – Nov 2012 JPMH Ltd (www.jpnh.co.uk)
Head of Copy**
Head of a team of copywriters creating content in all channels and formats for a variety of international clients including Google, American Express, BlackBerry, Johnson & Johnson, Aston Martin and Nestlé Purina.
- Dec 2005 – Oct 2006 Freelance Copywriter**
Mostly copywriting, but also some design and film-editing.
- Nov 2004 – Dec 2005 Wheel Ltd (<http://www.wheel.co.uk>)
Copywriter / Producer**
Initially employed as a Producer, I entered a pupal state after 9 months and emerged as a nascent copywriter.
- Jan 2003 – Sep 2004 Protia (<http://www.protia.co.uk>)
Creative and Marketing Director**
Responsible for all copy, branding, marketing, and project management of a variety of technical and interactive projects.
- July 2001 – Jan 2003 Angel Designs (<http://www.angeldesigns.co.uk>)**
- Jan 2000 – Sep 2000 Frag Magazine
Sub-editor and journalist**

Jan 1998 – **The iGroup** - Computacenter's eBusiness division
June 2001 **Web Producer**

AWARDS

3 x Cannes Lions, 2 x Webbies, 8 x Lovies, 2 x Campaign BIG awards, 1 x D&AD White Pencil, 5 x Clios, 3 x LIA, DADI Chairman's Choice & Not-for-profit Campaign of the Year, 5 x British Arrows Craft, 2 x Shots

EDUCATION

Sep 1992 – **University of York**
May 1995 - History Degree (2i, BA Hons.)

Sep 1987 – **Harrow School**
Jun 1992 - A levels: English (A); History (C); Latin (C)
 - GCSE: 9 As; 1 B

Other Interests

- Scuba diving
- Computer gaming
- Tall-Ship sailing
- Film & Cinema
- 5-a-side football / squash / keeping fit
- Travelling
- Politics, Economics, Civil Rights
- Cycling

References Available On Request