
BENJAMIN BROWN | CV

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D.O.B: 30/06/1975

QUALIFICATIONS

8 GCSE C+ including Art and Design. 3 A-Levels: Art, Business Studies and General Studies
1997-1999 BA Hons in Marketing and Business from Northampton University

CAREER HIGHLIGHTS

Citizen www.citizenstudios.co.uk

2010-ongoing. Owner

In 2003 M:/Drive was bought by a US investment group. I seized the opportunity to start up my own company - Citizen. I continued my relationship with **Apple** at John Lewis whilst expanding my portfolio to include other major brands such as **HP, John Lewis Partnership, Universal Records and The BBC**. Then after 7 years at Creation, I left to again set up Citizen and pick up where I left off, we've been busy having worked on artwork for Mercury Music Prize nominated bands, and branding for BAFTA winning BBC3 shows.

Creation Agency (Turnover £4.1m | 57 employees) www.creationagency.com

2004-2010. Creative Director

Citizen (above) was bought out and merged with an existing agency to form Creation Agency. I joined as Creative Director and sat on the board of directors. Drawing on my experience and client base the company maintained productive partnerships with **Apple and JLP** and we expanded our portfolio to include **Xerox, BBC, iTunes, Leicester City Council, Samsung and Computacenter**. **I was instrumental in the acquisition and development of all clients from 2004 onwards and managed a team of interactive and print creatives.**

M:/Drive

2001-2003. Art Director

I began as Junior Designer with very little experience of how an agency worked. I quickly rose through the company, soon securing position as Art Director with my own team of designers. My most high profile account was the **Apple** (at John Lewis campaign) who ran advertising across all major national press. I also worked with **Toshiba and Microsoft**.

Original Wedding Tea Towels www.weddingteatowels.co.uk

2009-ongoing. Owner

After getting married and having what turned out to be a masterstroke of an idea for an invitation, my wife and I decided to turn the idea into a company. It was quickly picked up by the bridal press and has been a profitable company ever since. **I built this company up using my knowledge S.E.O, creative marketing and social media networking.**

Rock City

1999-2001. Editor-in-Chief

I set up the Rock City Review Magazine and was appointed Editor-in-Chief. I was solely responsible for generating and sourcing content for the entire 32-page publication, laying it out and supplying print-ready files. **This magazine became a local success due in part to my writing skills and understanding of how to put together interesting, relevant content.**

PERSONAL STATEMENT

I'm a Creative Director with 10 years experience, and I'm thoroughly confident in my ability to both meet client expectations, and to challenge them. As an assured and confident individual I enjoy pitching new campaigns to clients and I have a proven track record of delivering and winning client pitches and understand the importance in maintaining good agency-client relations.

For me design is about the fleeting moment of satisfaction when a piece of work perfectly answers a brief, and how that's quickly chased away by the desire to do something better at the next opportunity.

Let's create something.

SKILL SET

- Creative Ideas
- The application of creativity
- Conceptualising a proposition
- Motivating a team
- Online and offline campaign integration
- Art directing photography
- Typesetting; good font knowledge
- Understanding the print process
- Mocking ideas up physically and onscreen
- Financial skills; can execute ideas on tight budget
- Photoshop CS5
- Illustrator CS5
- Quark
- InDesign
- Microsoft Office for Mac
- Basic Dreamweaver
- General OSX Mac
- S.E.O knowledge

FEATURES AND EXPOSURE

- Feature on Black and White work in Mac User (2006)
- Feature on work in Computer Arts (2007)
- Played drums with and created album artwork for Mercury Music Prize Nominated band Maps (2008)
- Interview on my career successes in Nene University Magazine (2009)
- Nominated for Wedding Invitation of the Year in National Brides Magazine (2010)
- Created DVD cover for BAFTA winning show Mongrels (2011)

INTERESTS

Outside of work I'm interested in music, I work with a number of bands to help them develop single and album artwork. I play and follow football, and I am a proud supporter of Tottenham Hotspur, but my biggest joy is spending time with my young family.

REFERENCES

Available on request