**Christine Jones**

****

Cannes 5 gold 6 silver 8 bronze

2 Campaign poster silver

Cleo 1 gold 2 silver

British TV 2 silver

Campaign 2 press silver

One show 3 silvers

D&AD 1 yellow pencil 1 graphite pencil 8 wooden pencils

50 entries

EPICA 1 gold 2 silvers

LIA 4 gold 6 silver

National Newspaper awards Gold

IPA effectiveness awards 2 Gold 1 silver.

The Andy’s 1 silver.

**2017 – 2018 Ogilvy**

*ECD/Global CD Boots/WBA*

Creative lead on all Boots retail and main campaigns. Lead creative on WBA global brands including No7, Soltan, CYO.

**2014 – 2016 MullenLowe**

*Global CD*

Sure/Degree/Rexona/Tresemme

Developed on going campaigns for both Unilever clients. Getting them out of the rut of very poor preview scores, which effected the clients business results to getting Rexona to 100% preview greens allowing me to develop more creative thinking moving forward and ultimately helping keeping the account at the current agency.

**2011 – 2014 Ogilvy**

*Global Creative Director Dove*

Responsible for all aspects of the brand globally. Categories including skincare, deodorants and Masterbrand. The brand won major awards while I was GCD including Cannes, Effies, One Show. Work that was viewed over 150 million times and counting, gaining huge increase in market share.

**2006 – 2011 Publicis**

*WW Creative Director Hewlett Packard – HP IPG, PSG, and Compaq.*

Having won pitches for all 3 sections of the HP business, I created and oversaw all work across the EMEA region – integrated campaigns with digital at their core, that include Web, ATL, OOH, DM, brochures, POS, internal comms, eDM/newsletters, packaging and event material. I manage a team across the region of 10 creative pairs, numerous designers, production managers and account people. And I had the lead relationship with all the top clients.

I had a great relationship with Goodby Silverstein who were the worldwide agency and relied on my expertise to help ASIA especially in it’s creative development.

**2004 – 2006 McCann Erickson**

*Deputy Head of Art*

Accounts: Reckett Benkesier. Hewlett Packard. MasterCard. Creative director on Nurofen and Strepsils.

MasterCard. EMEA Head of Art. Lead, developed and produced the creative on the very successful Global Airport Campaign. Working closely with specific countries in the EMEA region, plus ASIA and South America. Hewlett Packard

After winning the pitch as the lead creative, I then became the EMEA Creative Director on the PSG business. Overseeing 20 markets in the EMEA region, creating 85% origination and producing a launch campaign online, OOH and ATL

**2003 – 2004 MWO**

*Executive Creative director*

Accounts: AOL Directline Insurance. Ryvita.

As the sole creative director, it was my responsibility to oversee all holistic communication for the £46 million Directline account. To reach targets based on cost per quote etc. My relationship was so strong with the client that when they moved the business to CHI I went with them as ECD on Directline.

**2000 – 2003 JWT**

*Senior Board Art director/Creative Director Unilever*

Accounts: Persil (fabric conditioner, liquids, gels and powders) Tommy’s the baby charity. Boots Pharmacy.

**1996 – 2000 GGT/TBWA**

*Senior Board Art director/Joint Creative Director NatWest*

Accounts: Holsten Pils. NatWest Bank. BBC TV licensing. The Big Issue.

As Joint Creative Director of the $80 million NatWest Village. The first concept of its

kind in the UK to introduce integrated advertising under one roof. It was my responsibility to create a campaign that had consistent thru the line marketing from

national TV campaigns to DM to creating online advertising, producing the messaging even on the window displays and cash machines within the bank nationwide. Plus producing all internal communications at the bank for the campaign launch.

**1994 – 1996 Y&R**

*Senior Art Director*

Accounts: COI Royal Marines. London Transport. Eurostar

**1992 – 1994 Cole & Webber** (Portland and Seattle)

*Art Director*

Borders Perrin and Norriander. Freelance.

**1990 – 1992 Leagas Delaney**

*Art Director*

Accounts: Timberland. The Guardian Newspaper. Harrods. Nationwide Building Society. Marie Stopes Healthcare.