

Details

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For projects visit:
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Education

De Montfort University
BA (Hons) Graphic Design
First Class Honours

References available on request

Overview

For the past five years, I've led an in-house creative studio at a fast-growing fintech company. I transformed the brand identity within the start-up phase and built an in-house team of creatives, digital specialists and content producers. Together, we create multi-channel campaigns that drive customer acquisition, brand awareness and build brand loyalty. I started and grew-up agency-side and have brought this energy, pace and creative passion to the in-house world. Now it's time to move on, to develop another team and brand, to create more campaigns that connect with people and most importantly, to do some good in the world.

Experience

ManyPets - May 2021 - Mar 2023. Mar 2024-Present

Creative Director - In house

At ManyPets, I was able to bring my years of agency experience in-house and build my own creative studio, comprising designers, producers, illustrators and copywriters. I've led the delivery of multi-channel brand campaigns including out-of-home, TV, paid social and print advertising - mainly produced in-house. When needed, I also oversaw external agencies in support of my team. During this time, I also oversaw and embedded the ManyPets brand, taking it through a name change and visual identity overhaul, taking brand awareness levels beyond that of the old brand name within 6 months.

Responsibilities included:

- Developing new creative campaign concepts
- Rolling out campaigns across multiple platforms, including TV
- Developing paid acquisition creative and testing
- Briefing and facilitating brief building for creative projects
- Facilitating creative brainstorming
- Leading and growing a multi-disciplinary team of creatives
- Brand health tracking
- Brand development and creation
- Embedding a brand hub to increase productivity, quality and output

ManyPets - Mar 2023 - Mar 2024

Director of Brand Marketing - In house

As Director of Brand Marketing I looked after the teams of content creators, strategists and creatives to engage and delight pet parents. This involved content and campaign strategy, brand sponsorships and brand health tracking. This was a great experience, and helped the company in a time of transition when they needed it, but I was keen to return to leading the creative team.

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Skills

Campaign concepts
Brainstorm facilitation
Creative production
Brand metrics/tracking
Creative leadership
Team guide/mentor
Brand development
Stakeholder management

Experience

StudioMarc - Mar 2017 - May 2021

Creative Director

After years of building brands in the agency environment, I launched on my own to have more freedom and flexibility in my creative work and the clients I work with. This was a great period which gave me the responsibility for all aspect of project work from budgeting and planning to concepting and delivery. This was a wonderfully diverse creative period for me, working for art galleries, shoe brands, science conferences, publishing, fintechs and property, as well as a bit of time to support local community campaigns.

Industry Branding - Sep 2012 - Mar 2017

Design Lead - Agency

At Industry Branding I spent 5 years leading on brand projects. Within that time I observed and participated in the whole brand process from strategic thinking to creative execution. I had the great opportunity to work on projects in the Middle East, experiencing and understanding a different culture and how this reflects in the branding experience. Clients included Tata Steel, Serco, Commercial Bank Qatar, Cluttons, CPL Aromas

Uffindell - Jan 2011 - Sep 2012

Graphic Designer - Agency

My time at Uffindell was spent developing my understanding and experience working in brand. Clients included Jaguar, RBS, BNY Mellon, Amerisprise.

Appetite Design Consultancy - Jan 2007 - Jan 2011

Graphic Designer - Agency

Junior progressing to Middleweight designer. At Appetite I was given the opportunity to work across a diverse client list enabling me to develop a range of design skills, from packaging, editorial design, website design and identity creation. Clients included University of Leeds, SPAR, UK Trade & Investment, Calgary Art Gallery.

Hobbies & interests

I love being outdoors, I feel happiest with my family in our bell tent, sleeping outside away from the hustle and bustle of life. I love cycling, climbing and running. I like to use my creative skills to help out in my community, recently working with our local Extinction Rebellion group and on campaigns for safer cycling.

thank you.