

# Bob Anderson

## Conceptual Senior Creative Lead Art Director

**Digital/Social/Experiential/Direct/Advertising/Retail/Film  
Sport/Telecoms/Charity/Automotive/Tourism/Financial  
B2C/B2B**

### **About**

I have worked as Creative Director, Group Head and Head of Art at some of the UK's top integrated agencies, such as Saatchi & Saatchi, Ogilvy and Wunderman.

As Creative Director and Group Head I managed accounts such as Shell Global, Mercedes-Benz and Nokia and played an active hands on role with a department of up to six creative teams, presenting to clients and mentoring junior creative teams. As Head of Art, I was brand guardian on accounts such as Peugeot, Ladbrokes and Bensons for Beds.

I am a conceptual creative and passionate about solving client problems and coming up with big ideas that I can push across multiple channels. And I have won around 50 awards for my own creative work.

### **Key Roles**

2019 - Now – Freelance at M&C Saatchi, Lida, Pernod Ricard, Maverick, Hogarth, Our Design Agency

2017 - 2019 – Wunderman as Senior Art Director

2011 - 2017 – Ogilvy as Senior Art Director

2009 - 2011 – Wand Agency as Head of Art

2005 - 2009 – JWT as Creative Business Partner/Creative Director

2001 - 2005 – Saatchi & Saatchi as Group Head

### **50 Awards including**

Cannes Lions, D&AD, Campaign, ISP, Echo, Epica & DMA

### **Key Clients**

BT Sport, BT, Shell, Mind Charity, O2, EE, Child Eye Cancer Trust, St Mungos, Toyota, Peugeot, American Express, British Airways, Blackrock, Club 18-30

### **Contact**

07701 298993

bobcreative@hotmail.com

### **Website**

[www.bobcreative.net](http://www.bobcreative.net)