

# mark parkyn

senior art director



I am London based Senior Art Director, looking for a fresh and exciting challenge of joining a new creative team.

Highly experience at creating consumer focused, bar raising creative solutions. Conceptualising, managing and leading a studio team on integrated marketing campaigns, shopper marketing and experiential events.

Along with the opportunity to further my portfolio by working with new and diverse clients I am seeking an agency that will push me creatively allowing me to progress in my career.

Outside of work I am a big sports fan, particularly football and golf. I also enjoying making things with Lego.

## where have I been

### Amazon // Art Director

Dec 15 - May 18

Working at Amazon's internal creative agency, I lead creative teams on global advertising campaigns, retail/promotional communications and new product & device launches. As the European creative lead on categories including Toys, Sports and Amazon initiatives/programs I oversee a team of 20 designers in based in locations around the world . I also lead the print creative for Amazon across Europe, improving the teams creative print output and relevant processes.

### Say Hello // Freelance Senior Art Director

Dec 15 - Oct 16

Supporting new product launches for Johnson & Johnson Pharmaceutical and Consumer products as well as experiential events for Canderel.

### Them // Freelance Senior Art Director

Aug 15 - Dec 15

A placement to support and create a brand refresh for Acuvue contact lenses that coincided with a European shopper campaign and activation.

### Ogilvy Healthworld // Freelance Art Director

Aug 15

Part of a pitch team on creative for both consumer and professional solutions for pharmaceutical giant Glaxo Smith Klein.

### me (JPMH) // Head of Design

05 - July 15

I worked my way up to the role of Head of Design. Leading a creative studio of up to 10. I was creative lead on the Hasbro and Johnson & Johnson accounts. During that time agency achieved 11 industry awards including 4 IPM and 3 IMC European awards.

## who have I worked with

Amazon • Google • Johnson & Johnson • Proctor & Gamble • Nestlé • Nestlé Purina • American Express • Glaxo Smith Kline • Blackberry (RIM) • Glenfiddich • Mitchells & Butlers • Hasbro • Canderel • Felix • Acuvue • Compeed • Listerine • Nicorette • Duracell • Asthma UK •

## what have I learnt

### Degree with Honours / 2.1 BA (Hons)

03 / 04

Graphic Design / Reading College of Arts & Design

### Higher National Diploma / Distinction

01 / 03

Graphic Design / New College Nottingham

### Foundation Studies In Art & Design

99 / 00

Ravensbourne College of Design & Communication



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