

Stephen Barry Spence



51 Cottenham Park Road, Wimbledon, London, SW20 0SB.

t: 0750 426 4852 e: stevebspence@gmail.com

www.stevespence.co.uk

A highly awarded Copywriter with strong Art Directional abilities, he is an energetic, motivated and dynamic Creative Director, with first-rate strategic and leadership skills and a flair for man-management.

Known for a hands-on approach to problem solving and as an innovative and resourceful results orientated professional with a healthy attitude to business growth and success.

He has proven success in developing existing and new business and an outstanding track record in the creation of pitch winning communications.

Skills

Creative Direction and Management. Reassuring Clients, Soothing ruffled Creative feathers, Calming disgruntled Account people, Charming bewildered Media folk, Sitting in interminable research groups with undervalued Planners, Helping aforesaid Creatives win loads of awards, Keeping MDs happy.

Career and achievements to date

1981 - 1989

LOWE & HOWARD-SPINK. Writer rising to Board level Senior Writer

1989 - 1991

WCRS. Board Director Writer

1991 - 1998

AMV BBDO. Board Director Writer/Creative Director

1998 - 2008

SCHOLZ & FRIENDS LONDON. Executive Creative Director. As one of the three Managing Partners, he helped drive the firm from an unknown agency into the Campaign Top Fifty within three years.

2009 onward

VL-LONDON. Executive Creative and Content Director.

Creative consultant to Comic Relief and The Assembly. Creative Director of the Wireless Theatre Company.

In 2011 was retained by Scholz & Friends Group as Creative consultant on the pitch for the European General Motors Vauxhall Opel account. Pitch subsequently won.

Category Experience

AUTOMOTIVE

General Motors Vauxhall – Cars, Trucks, Coaches and Vans. Launched the Astra and the Belmont. BMW – Launched the 8 series. Created award winning print campaigns. Volvo – Created award winning print campaign. Part of team behind global award winning TV campaign (Twister/ Photographer/Stuntman). Goodyear – created award winning print campaign.

BEVERAGES

Whitbread Best Bitter; Heineken lager; Stella Artois lager; Riding Bitter; Carling Black Label lager; Gordon's Gin, Blavod Vodka, Bell's whisky, Famous Grouse whisky and Im Bru.

FMCG

Masterfoods (Mars UK), Walkers Crisps, Pepsico, Sara Lee Foods, Birds Eye Walls, Elizabeth Arden, Rimmel UK, l'Oreal and Lancaster Fragrances (Karl Lagerfeld).

OTHER

Siemens Domestic Appliances, The Cyprus Tourism Organisation, Thomson Travel, Thomas Cook, Eastern Airlines, Deutsche Bank, Lloyd's Bank, CNBC, KissFM, BSKYB.

Awards

DOMESTIC

2 D&AD Silvers

D&AD Nominations

2 Creative Circle Golds

4 Creative Circle Silvers

Campaign Poster Gold

Campaign Poster Silver

2 Campaign Press Silvers

3 Silvers British Television Advertising Awards

2 Bronze: British Television Advertising Awards

DBA Design Effectiveness Silver

3 ILR Silvers (Radio)

INTERNATIONAL

2 Cannes Silver Lions

2 Cannes Bronze Lions

Cannes Lion Nominations

3 Kinsale Sharks

Silver Clio

One Show Silver

One Show Nominations

IAAF Silver

2 IAAF Bronze