



CURRICULUM VITAE

Tim Smith – Executive Creative Director

As Executive Creative Director of Integrated marketing Agency, Angels and Sweet FA, I have ensured creativity is relevant, contemporary and unexpected for the last twelve years.

Prior to this I worked at McCann Erickson, Ketchum's, KMM and Lintas, all in London, on all types of media from soup to nuts, on above, below, across and on-line, including corporate identity, commando promotions, FMCG promotions, packaging, b2b and much, much, more, which can be seen at www.timsmith.me.

I consider myself a true Integrated Evangelist.

During the last 25 years, I was part of the re-launched Tesco in the 80's, Rover and Two Dogs in the 90's and Interflora and Thomas Cook in the 00's, winning many awards along the way, including a "Top Ten Campaign Ad" award for a controversial Interflora advertisement, Several ISP awards and DMA's for Rover Group, New York Festival awards for Interflora's integrated campaign and Intercraft "Hot Haus" Corporate Identity, along with a London Festival award for Interflora, an IPOS award for point of purchase for Rover and a D&AD award for the original Mini internet site, plus drinks industry awards for the original Alco-Pop "Two Dogs" Campaign. All proof of my passion and understanding of the benefits of integration and the creation of memorable marketing. For a detailed look at my career history you can turn to page two.

Personal Information

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References are available on request.

Career in detail.

2004 to Current

Executive Creative Director- Angels and Sweet FA.

Working on Thomas Cook, Direct Holidays, Style Holidays, Tesco, Dixons Group, Tech Guys, Fusion Insurance services, Selestia Financial Services, W.I.S.E. Florist's Delivery Network, Foneclinic, Railmiles, Knotbox, Baker Brothers.

1997 to 2004

Executive Creative Director- The Company & The Net Company.

Working on Thomas Cook, Interflora, Sony, Greene King, Selestia, Chesham Building Society, Fusion Insurance Services, HQ Executive Offices, Honda, Independent Distillers, President and Intercraft office furniture, Anglia Telecom.

1991 to 1997

Creative Director- Kevin Morley Marketing/ Lintas i/Ammirati Puris Lintas.

Working on Rover, MG, Land Rover, Rover Financial Services, LDV Vans, Nat West, Flora, Interflora, Batchelors, Pepperami, Compaq Computers, P&O Cruises, Two Dogs, Merrydown Cider, Schloer. Aga, Rayburn cookers, Johnson & Johnson, Unilever, Walls and Birds Eye.

1987 to 1991

Creative Director- Atkinson Foreman.

Working on Renault, Renault Financial Services, Vauxhall Motors, Granada, Smith's Industries, Friendly Hotels, Carnation Foods and Nestle.

1982 to 1987

Creative Director- Legon Bloomfield/Brooks Legon Bloomfield.

Working on Hotpoint, Schreiber, Morphy Richards, Carmen, Grieves & Hawkes, Granada, Nestle, Harvester Inns, Falstaf Inns, MFI, Ladbrokes, Ladbroke Hotels, Hilton hotels, Ladbroke Holidays.

1980-1982

Group Head- David Williams and Ketchum.

Working on Currys, Leeds Permanent Building Society, B&Q, Skoda.

1977-1980

Group Head- McCann Ericson.

Working on Tesco, Glenffidich, Hilton International Hotels, GM/Opel/Vauxhall.
Including a short assignment in New York working on the Pan Am Global pitch.