

NEIL WILLIAMS

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NEILWILLIAMSCREATIVEDIRECTOR
LONDON

THE RESTLESS
PURSUIT OF
BETTER.

£42m

QUALIFIED PIPELINE
GENERATED FOR O2
BUSINESS

40%

LIFT IN QUALIFIED LEADS FOR
ALLICA BANK

3m

ORGANIC REACH FOR
EDUCATE AGAINST HATE

No.12

RANKED CREATIVE DIRECTOR
CREATIVEPOOL

**CREATIVE
DIRECTOR.**
25+
YEARS.

CREATIVE DIRECTOR WITH OVER 25 YEARS' EXPERIENCE.

Creative Director with over 25 years' experience setting and defending creative standards, and building brands people actually connect with.

I've repositioned Etihad Airways around a promise, not a tagline. Developed the global manifesto that gave Lotus Cars something to say to a new breed of driver. Led a counter-extremism campaign that reached three million people without a penny paid in media. And generated £42m from a B2B campaign built on a single human truth. I've even told the story of the world's tallest building. Each one required setting the creative vision, earning senior trust, and bringing a team with me.

Ranked No.12 Creative Director and No.1 Copywriter on Creative Pool (2024, 2025, 2026). International award winner, including Cannes, ADC, and British Arrows.

Commercially minded, craft-obsessed, and serious about the people I invest in.

SELECTED EXPERIENCE

SET AND DEFEND CREATIVE STANDARDS.

EARN SENIOR TRUST.

BRING A TEAM WITH ME.

BRAND STRATEGY
CREATIVE DIRECTION
TOV DEVELOPMENT
GLOBAL CAMPAIGNS
TEAM LEADERSHIP
C-SUITE STAKEHOLDERS

SECTOR EXPERIENCE

FMCG: Nike, P&G, Arla, Kraft, Tesco, Cadbury, Danone, Alberta Culver, McDonald's, Nestle, IKEA, Hovis, Thorntons, Rowntrees, Burger King, Reckitt Benckiser, COOP, Unilever, Aunt Bessies, Mars, Anheuser-Busch (Budweiser), Daily & Sunday Telegraph, Batchelors, Johnson & Johnson, St.Ivel, Bird's Eye Foods, Hasbro

Automotive: Lotus Cars, Fiat, Citroen, Peugeot, Triumph Motorcycles, Vauxhall Cars, Bentley, VWFS, Rover

Banking & Financial: Santander, Natwest, Al Hilal, HSBC, ADBC, St. George, Cahoot, PagoFX, BACS, Allica Bank

Public Sector: UK, Australian, and Dubai Governments, Transport for London, Dept of Transport (UK), Dept of Employment (UK), Dept of Education (UK)

B2B: Amazon, O2, Microsoft, Salesforce, GenPact, DXC, SAS, Sage

Healthcare: Locobase, Nurofen, Nicorette, Alcon, Bayer

Luxury: Sunseeker Yachts, Monitor Audio, Mall of the Emirates, Jumeirah Group, Mont Blanc, Burj Khalifa

Airline & Travel: Etihad Airways, Flydubai, British Midland, Continental Airlines, Airbus, Cosmos Holidays, Travelodge, Haven, Radisson Edwardian, SeaFrance

Broadcast: BBC, Sky

Telecoms: Vodafone, Nokia, O2

Charity: Action on Addiction, Alzheimer's Society, NSPCC, Cancer Research

Master Planning & Investment: Limitless, Dubai Group, Saraya, Sorouh, Tatweer, Jumeirah Group

CREATIVE DIRECTOR - FREELANCE VARIOUS

2024 - PRESENT

Allica Bank: Took a challenger bank nobody had heard of and gave it a voice worth listening to. Built the brand framework and TOV from scratch, and turned complex financial products into communications that felt genuinely human without losing the commercial edge. Result: 40% lift in qualified leads.

Lotus Emira Global Launch: Directed campaign development across the US, Europe and the Middle East. Repositioned the brand for a younger, design-conscious audience without compromising racing credibility. Result: Record-breaking order book for the new Emira in 2023.

STAY-AT-HOME DAD AND OCCASIONAL CREATIVE DIRECTOR

2021 - 2024

Took time out to be a full-time stay-at-home dad and primary caregiver for my daughter, the best and most worthwhile job. It taught me more about listening, organisation, patience and reading a room than most briefs ever did.

CREATIVE DIRECTOR MCCANN, UK

2019 - 2021

Led creative output for Lotus Cars during a period of major brand transformation, alongside creative responsibility for Triumph Motorcycles, Vauxhall, Bentley, VWFS and Sunseeker Yachts.

Lotus Brand Rebuild: Wrote the global manifesto and defined the TOV that gave a dormant British icon something to say again. Developed frameworks adopted by copywriters across multiple agencies and markets, ensuring consistency at scale. Result: Global brand guidelines adopted across all markets.

Lotus Evija Global Launch: Led integrated campaign for the world's most powerful production car, adapting storytelling across markets while keeping the brand identity unmistakable. Result: Initial production run sold despite a £2m price tag.

100% Pitch Win Rate: Driven by strategic insight, clear creative narrative and the ability to make senior audiences believe in an idea.

CREATIVE DIRECTOR TMP, UK

2017 - 2019

Creative leadership across three international offices (UK, US, Germany) with responsibility for creative standards, TOV consistency and content output across a complex B2B portfolio. Clients included Amazon, Microsoft, Genpact, SAS and O2.

O2 Business Integrated Brand Campaign: Created and led campaign for an enterprise telecoms infrastructure; made it genuinely compelling for senior IT and operations decision-makers. Result: Generated £42m in qualified pipeline.

CREATIVE DIRECTOR/HEAD OF COPY ZINC (BREAKTHROUGH MEDIA) - LONDON

2015 - 2017

Led an in-house creative content function producing UK Government and NGO work across counterterrorism, public health and education. Set editorial standards, managed producers and writers, and built processes to deliver culturally sensitive, earned-first work at pace.

'Educate Against Hate' (Home Office): Counter-extremism integrated campaign targeting teachers, parents and school communities. Led from brief to launch across editorial copy, web content and earned media. Result: 3m organic reach without paid media.

Won a Cannes Lion, Graphis, Creative Review and more.

CREATIVE DIRECTOR/HEAD OF COPY M&C SAATCHI - UAE

2014 - 2015

Led the global relaunch of Etihad Airways, repositioning the airline as a lifestyle brand across one of the world's most competitive travel markets. Created brand, destination and product work across multiple channels and audience segments while maintaining a coherent brand voice throughout. Result: Brand awareness rose from 10% to over 30% within a year. Over 3m views in the first month; 62m total impressions.

ASSOCIATE CREATIVE DIRECTOR/HEAD OF COPY

2012 - 2014

SAATCHI & SAATCHI - UAE

Handled P&G Pampers across EMEA and MENA, creating multi-channel content connecting emotionally across different regions and cultures while hitting consistent commercial objectives. Result: P&G Pampers organic sales grew 3-5% over consecutive quarters in 2012.

Developed Brand TOV and creative campaign work for Mall of the Emirates.

Repositioned ADCB Bank with a TOV built for high-net-worth audiences.

CERTIFICATES RECOGNITION.

EDUCATION

Graphics and Advertising

City & Guilds Diploma

Business Communications

BTEC Diploma

SKILLS

Brand strategy and creative direction across B2B and consumer. Building and leading international creative teams. TOV development, integrated campaign development, and multi-market production. Experienced working with and presenting to C-suite stakeholders. Comfortable with AI tools in the creative workflow. Regulated industry experience across fintech, government, and healthcare.

CERTIFICATES / RECOGNITION

Ranked No.12 Creative Director
Creativepool (2026)

Ranked No.1 Copywriter
Creativepool (2024, 2025, 2026)

Gold: Print 'Bose'
Creativepool

Gold 'Air Serbia' x2
Serbian Festival of Creativity

Silver: Poster 'Drink Drive'
Campaign

Silver: Design & Branding 'Kizad'
Dubai Lynx

Silver: Print 'Educate Against Hate'
Graphis Design Annual

Bronze: Design 'Educate Against Hate'
Cannes Lions

Bronze: TV 'Drink Drive'
British Arrows

Bronze: Radio 'Royal Mail'
LIA

Bronze: Design 'Mauzan'
Dubai Lynx

Best in Book: Digital 'Educate Against Hate'
Creative Review

Site of the Day 'Educate Against Hate'
AWWWARDS

In Book: OOH 'NSPCC'
Lurzer's Archive

Merit: Print 'Educate Against Hate'
Graphis Design Annual

Merit: Print 'Educate Against Hate'
Graphis Poster Annual

Merit: Print & Websites 'Educate Against Hate'
Graphis Design Annual

Merit: Print 'Football for Peace'
Graphis Design Annual

Finalist: Commercial 'Drink Drive'
Art Director's Club of New York

Shortlist: Alzheimer's Society
Creativepool

Shortlist: Website Design 'Educate Against Hate'
Design Week

COMMERCIALLY MINDED. CRAFT-OBSESSED.

SERIOUS ABOUT THE PEOPLE I INVEST IN.