

Name: **Russell Garn – Copywriter – Creative Director**  
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Oct 17 – Current

**Freelance**

**Creative Director/Senior Copywriter**

Clients: Siegel+Gale – Saudi Aramco  
Agency Space – Heineken, Arla Dairies  
Merkle – Aviva  
Grey London – Which?, Fidelity, Volvo

Nov 16 – Oct 17

**Rooster Punk**

**Creative Director**

Accounts: Samsung Business UK, Funding Circle.

**Results:**

- We won Best SME-Targeted Campaign for our 'More Good Days' Manchester takeover activity in the B2B Marketing Awards 2017

March 12 – Nov 16

**RAPP**

**Associate Creative Director**

Accounts: Mercedes-Benz, PayPal, SAP, Virgin Media, Barclaycard, Barclays, Dallaglio Foundation, Dulux, Guide Dogs.

**Results:**

- My team has grown the PayPal business from £800k to £1.2m in 1 year
- Successfully re-launched PayPal after their split from eBay
- Created Barclays' first personalised customer video  
**(Picked up 16 awards including 8 Gold)**
- Picked up a Gold 2013 DMA for Best Press Advertising for Virgin Media – followed by a terrific hangover
- Launched Virgin Media's Wi-Fi service for London Underground – the first of its kind
- Launched Barclaycard Bespoke, a new online voucher service
- Launched Ambiance – a new range of creative paint for Dulux.

May 11 – March 12

**Freelance**

**Creative Director/Senior Copywriter**

Clients: Saatchi & Saatchi X  
Pulse Group  
MARS/Y&R  
Being/Hakuhodo  
TBWA Paling Walters  
TBWA

Accounts: Guinness, Renault Twizy (launch), Renault Dachia (launch), Renault Z.E. (launch), Diageo: Bushmills, Blossom Hill. Colgate, Morrisons, Bacardi, Coca Cola, Canon Printers & Cameras, Varivax (pitch), Kraft (pitch win), PS3, Thomas Cook (pitch), The Carbon Trust, Tempur (pitch).

**Results:**

- Launched Renault's new electric range (Z.E.) with UK-wide road show
- Launched Morrisons Free Shopping in store promotion

March 09 – May 11

**Gyro:HSR**

**Senior Copywriter/Group Head**

Accounts: HP, New Zealand Lamb, HSS Hire, Sony (pitch win), T-Mobile (pitch win), Virgin Atlantic, VMware (pitch), Post Office (pitch), Barclaycard (pitch), Fujitsu (pitch win), Nuffield Health, Standard Chartered (pitch win), Paddy Power, Initial Washroom Solutions (pitch win), FedEx (pitch win).

**Results:**

- As Group Head on HP, we took 2 years to go from a B2B direct client to sitting at the Global strategic table – whilst strengthening Gyro:HSR's relationship with HP with 4 pitch wins for different sectors of the business
- Introduced new 'territories' template for first creative thoughts – now adopted by Gyro:HSR and T-Mobile as best practice
- Strengthened Gyro:HSR's Sony relationship with 2 pitch wins
- Helped launch Fujitsu's new cloud computing solution with pitch win
- Beat the mighty TBWA in a shoot-out pitch for Standard Chartered bank
- Converted a £4m pitch for Initial Washroom Solutions, opening up the worldwide network to localised projects
- Brought in the prestigious FedEx pitch for all of EMEA.

Sept 07 – March 09

**Freelance**

**Copywriter**

Clients:

**Gyro International**  
**Cheil Worldwide**  
**DraftFCB**  
**Banner**  
**Geronimo**  
**rmg Connect**  
**Baber Smith**  
**VCCP**  
**Nexus | H**  
**RIVET/LOWE**

Accounts: HP (pitch wins x2), T-Mobile (pitch win), Sony VAIO (pitch win), Paddy Power (pitch win) BlackBerry, Nokia Siemens Networks, Samsung Ultra Touch, Samsung LED TV, GM – Vauxhall, Post Office, Symantec (pitch), Ubuntu, Direct Line Insurance, GSK, HSBC, Paris Tourism (pitch win), Bentley (pitch), Honda Pilot (launch), Honda Legend (launch), Honda Accord, American

Express Platinum, Capital One (pitch), Suzuki Splash (launch), Suzuki SX4, Suzuki Grand Vitara, Suzuki Swift, Nokia, Magnum (pitch win).

**Results:**

- Won Paris Tourism in joint pitch with Hakuhodo France
- Launched latest Honda models: Legend & Pilot
- Pitched and won Magnum
- Expanded Gyro's relationship with HP by winning two major pitches
- Re-established Gyro as Sony's lead TTL agency by landing a must-win pitch for Sony VAIO
- Successfully launched T-Mobile's first PAYG BlackBerry with pitch winning creative
- Research In Motion (BlackBerry) awarded Gyro work on the back of our T-Mobile work.

Oct 06 – Sept 07

**Joshua G2**

**Copywriter**

Accounts:

Pedigree, Whiskas, Post Office, News International (The Times & The Sunday Times), Help The Aged, M&G Investments, Privilege Car & Home Insurance, Nescafé, Beechams, The Ideal Home Show (pitch), Vodafone (pitch).

**Results:**

- Launched a new brand for Pedigree taking it from No. 24 in the market to No. 4
- In my role as brand guardian on Post Office, I helped retain the business for a further two years without pitch as well as consolidating all the direct work within Joshua, increasing billings by 50%
- Expanded Joshua's relationship on GSK with Beechams

2006

**FCBi London**

**Copywriter**

Accounts:

Motorola, World Vision, Sky, JP Morgan, PayPal, National Deaf Children's Society (pitch), Air Canada, The Open University, Grand Cherokee.

**Results:**

- Doubled World Vision's annual donation total.

2003

**EHS BRANN**

**Copywriter**

Accounts:

British Gas, AA, Mini, The Economist, Debenhams, Peugeot, One.Tel, COI (pitch win), Tesco (World of Wine, Tesco Ireland, Tesco.com), The British Heart Foundation (pitch win), Oxfam.

**Results:**

- Won 'Stop Smoking' speculative pitch for COI
- Won BHF pitch – the first time they've done DM.

1999

**GREY Worldwide**

**Mars Group Head/Copywriter**

Accounts:

Ben Sherman, Mars Bar (pitch win), Galaxy (pitch win), Cathedral City (pitch win), Utterly Butterly (pitch win), Fairy Liquid (re-launch), Lenor, Febreze (launch), Guinness World Records.com (pitch win), Clearasil, Nokia, Pedigree, Nicotinell.

**Results:**

- Created a worldwide campaign for Mars Bar, which decisively won a £10m pitch and added a few pounds to my waist line thanks to a whole crate of Mars Bars
- Proactively designed a website for Mars as an initiative, which they bought and put a load of new business into Grey Digital
- Another initiative – Mars beer mats ended up in Campaign's Book of Lists for best Ambient Media Campaign 2002
- Retained Ben Sherman clothing and was attributed to adding 50% to their billings by their owner – got lots of free clothing and shoes as a result
- Won Cathedral City
- Won Utterly Butterly
- Won Guinness World Records.com
- Launched the new look Fairy bottle continuing the 'what will children make out of it' campaign and forever struggled to think of anything to make out of the damn thing thereafter
- Launched Febreze in UK market
- Oversaw the student placement system – saw a lot of rubbish and a few gems.