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Dom gets where our industry is going. And he's also a really nice person. As far as I'm concerned, there are no other attributes required for success right now. Hire him immediately. Before he does something that makes you feel REALLY behind the times. - TREVOR BEATTIE

I'm a CD / Art Director / Writer. I switch my time between freelance and full time. I'm currently freelance.

March '25 to present: Freelance
DDB-Europe (on project basis)

April '24 - Feb '25: Full time freelance
DDB-Europe One of those pop in for two weeks, and end up staying for months jobs.

November '23 - March '24: Freelance
Fold7 / The Outfit

2022 May - November '23: Freelance
Saatchi & Saatchi EE / BT / Lost Lager / John Lewis Partnership + more.
I went to Saatchi for two weeks of freelance. I left 18 months, 12 campaigns and a D&AD Graphite later.

2017 - 2022: Freelance
VML / Elvis / Sky Creative / Fortnight Collective / Fold7 / etc
Various freelance gigs including VLM, where I helped them win the massive Ferrero Rocher global account just before going to Saatchi & Saatchi, who also pitched.

2012 - 2017: Full time Creative Director
Fold7 Samsung - Audible - Wonga - GoCompare - & across all accounts.
Shortly after being hired, my pitch creative won the GoCompare account for the agency. Following that I worked on the majority of the pitches won there but consider GoCompare to have been a pivotal win for the company.

2011 - 2012: Full time Joint Creative Director
The Bank SABMiller (Peroni Global/ Grolsch Global / Pilsner Urquell) / Carphone Warehouse (Get Connected Charity)
Hired as joint CD to look after the department and raise it's creative output and work across all their accounts.

2005 - 2011: Full time Senior Creative
BMB Carling / McCain / Diageo Bushmills / nPower / SkyOne / SkyNews / Discovery Channel / Ikea / First Choice / Virgin...
I joined BMB when they didn't even have an office. They were sofa surfing back then, and only about 7 people strong. After several wins we planted roots in Covent Garden where I worked across all accounts and contributed largely to the unstoppable BMB pitch machine.

1998 - 2005 Freelance midweight / senior creative: **AMV/BBDO** - BT / Sainsbury's - Archibald Ingall Stretton - Project Squirrel - **Delaney Lund Knox Warren** - Halifax / Intelligent Finance - **Publicis** - Cadbury / McVities / KP / Post Office / Renault / UBS / Deutsche Telekom / Allied Domeq - **McCann Erickson** - Cobra Beer / Walls / Nestlé - **ADK Europe** - Mitsubishi Motor Company / TDK / Kyocera Mita - **Rainey Kelly Campbell Roalf** - Landrover / Ford - KA + Fiesta / Marks & Spencer / The Times / The Sunday Times / Campbells / Suchard / Virgin Colgate - TBWA - Cadbury - Delaney Fletcher Bozel - Priority Telecom / UPC Telecom - **Asatsu Europe** - Mitsubishi / Pioneer / Fuji - **Ogilvy** - Kotex / Ford corporate / Dove anti-perspirant - Barclays Bank - **WCRS** - Sara Lee - **Young & Rubicam** - Ford Focus / Colgate Soft & Gentle / Colgate Total Toothbrush - **Grey** - Barilla Pasta
Freelancing was an invaluable culture change for me. I was lucky enough to get long stints of freelance at many agencies which meant I was able to experience a broad array of agency cultures. Something I'd been longing for for a while. I got to learn some great processes, and meet some great people too.

1995 - 1998: Full time mid-weight creative across all accounts.
FCA / Kelly Weedon Shute Schwartzkopf - Gliss / Chivers Hartleys / Fuji Tape / Leonard Cheshire - Charity / Fishermans Friend / MD Foods

1993 - 1995: Full time mid-weight creative.
CDP B&H Superkings / Benson & Hedges Special Filter / Prestige Pans / Honda / The European

1986 - 1993: My first job
J. Walter Thompson NatWest / British Rail / British Telecom - Phonecard / Kit-Kat / Yorkie / Lowenbrau Strong Lager / BAA / Thames Television / St. Ivel Shape Yoghurt / Kelloggs / Lever - Persil
I won JWT's first ever D&AD! No, seriously. How ridiculous is that? Advertising's oldest ad agency hadn't won one before me. Not sure how that happened but I'm immensely proud of it. Especially as it was my first proper advertising job.

Notable Awards: Cannes Lions Silver, D&AD Silver, D&AD Graphite, D&AD Silver nomination, Campaign Big Gold & Silver, Campaign Press silver, Campaign Poster nomination, Sharks Silver, etc