

CONTACT

+44 (0) 7788 540 761

andrew@keepcreative.uk

www.keepcreative.uk



EXPERIENCE

Keep Creative Group Ltd.

Freelance Creative

January 2023 - Present

Independent freelance creative, delivering precise creative strategy with compelling design and communication solutions for brands.

I bring a wealth of experience across both agency-side and client-side, allowing me to deeply connect with brands from all perspectives.

Marjan Television Network Ltd.

Creative Director

June 2010 - January 2023

Central leadership role in launching 'Manoto,' a pioneering EMEA entertainment channel showcasing both in-house commissioned shows and content from renowned global distributors like BBC Worldwide, ITV Studios, National Geographic, A+E International, and History Channel.

- 2010 - Strategic international TV network launch.
- Pioneered original In-House content direction.
- Insights and reporting directly to the CEO.
- Creatively drove digital engagement and content across all social and broadcast media channels.
- 2015 - Creatively managed a £4.2m, 220,000 sq.ft studio relocation and internal refurbishment programme.

UNIT Post Production

Senior Motion Designer + VFX Artist

January 2008 - April 2010

Led impactful post-production services at UNIT, delivering value to the advertising industry. Through adept utilisation of creative editing, online work, grading, audio enhancement, and visual effects.

- Creatively executed Sky's impactful HD campaign and Apple's high-profile product launches.

ABOUT

Highly accomplished creative individual with award-winning expertise in multi-disciplinary visual communication.

Extensive background in senior management roles within the design and television broadcasting industry, encompassing post-production, production, broadcast, and social media channel output.

SKILLS

- Creative Direction & Strategy
- Content Creation & Branding
- Motion Graphics & Post-Production
- Live Events & Creative Partnerships

FURTHER EXPERIENCE

- Strategic Department Creation.
- End-to-End Brand Transformation.
- Effective Senior Management Leadership.
- Department Budget Management.
- Building External Creative Team Networks.

AWARDS

- **BAFTA** - [Winner] Best Interactive TV.
- **D&AD** - [Silver Nomination] Best Interactive TV.
- **EMMY INTERACTIVE** - [Winner] Best Children's Channel.

SOCIAL

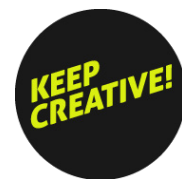
- LinkedIn: www.linkedin.com/in/andrewkeep
- Instagram: www.instagram.com/keepcreative.uk
- Vimeo: www.vimeo.com/keepcreative

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**EXPERIENCE cont.****Guerrilla Productions****Senior Art Director**

March 2006 - January 2008

Produced and directed innovative creative content for media firms, publishers, TV broadcasters, mobile operators, websites, and world renowned B2C brands.

- Creative team leadership and direction for winning pitches, expanding its clientele to encompass notable blue chip and broadcast entities like BBC, O2, IMG Media, Channel 5, and Sky.
- Managed high-performing creative teams responsible for delivering across Design, TV, Digital, Commercials, for B2C/B2B clients within a fast-paced agency environment.

Homechoice (known as TalkTalk TV)**Middleweight Designer**

April 2001 - February 2006

'Homechoice' held its position as a pioneering leader of Video-On-Demand (VOD). Functioning as a premier interactive television company recognized for creating seamless and engaging user experiences.

- Created dynamic user interfaces, precision motion graphics, and impactful promotions, uniquely optimised for multi-platform engagement.
- Executed award-winning VOD platform.
- Designed the pioneering interactive TV channel platform for external third parties, showcasing brands like Disney.

London Creative Agencies: Attik / Form / AMP**Freelance Junior Designer**

September 2000 - April 2001

EDUCATION**The Nottingham Trent University**

BA (HONS) Graphic Design

1997 - 2000

City of Bath College

BTEC National Diploma in Design

1995 - 1997

Monkton Combe School, Bath

A-Levels

1993- 1995

Beechen Cliff School, Bath

GCSE's

1990 - 1993

SOFTWARES

- Adobe Creative Suite: Premiere Pro, After Effects, Photoshop, Illustrator, In Design, Media Encoder, Express, Bridge
- Maxon: Cinema 4D
- Microsoft: Excel, Word, Powerpoint
- Google Workspace: Docs, Sheets, Slides
- Others: Canva, Miro, Trello, Slack

REFERENCES

Available on Request.