

# CHRIS JONES

## Senior Art Director

**chrisandkell.net** 07887 523048 christopher.jones101@gmail.com

### PROFESSIONAL SUMMARY

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Experienced Art Director with a demonstrated history of working in the marketing and advertising industry. Skilled in Creative Strategy, Integrated Marketing, Advertising, Concept Development, and Radio. Strong media and communication professional with an interest in art and design.

### EXPERIENCE

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July 2019 – present

#### **Wunderman Thompson, London**

Senior Art Director - Creative Head

Avon Global, Procell Batteries, Schrodgers

July 2009 – July 2019

#### **JWT, London**

Senior Art Director - Creative Head

Schrodgers, KitKat, The Army, HSBC, Milkybar, TJX, Shell Holiday Inn, InterContinental Hotels & Resorts, Mazda, Crowne Plaza, Legal and General, Avon Global, Voco Hotels

- promoted to Creative Head in 2009 and in 2011 promoted to the JWT board.
- achieved a 60% lift in responses at Army recruitment events
- created agency's most successful Snapchat filter with over 3 million views

June 2006 – July 2009

#### **RMG, London**

Senior Art Director

HSBC, Shell, Weight Watchers, Nokia, Sky, Deloitte, Vodafone

December 2000 – June 2006

#### **B'lowfish, London**

Art Director

Virgin Mobile, Morgan Stanley, Trium/Mitsubishi Electric, Molton Brown, British Land

### EDUCATION

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B.A.(Hons) Fine Art, Kent Institute of Art and Design  
Foundation Studies Diploma Art and Design,  
Trowbridge College

### SKILLS

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InDesign and Photoshop (proficient), Illustrator (basic), Word and Powerpoint (proficient), Excel (basic), scamping

# KELL LUNAM-COWAN

## Senior Copywriter

**chrisandkell.net** 07939 210590 lunamcowankell@hotmail.com

### EXPERIENCE

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July 2019 – present

**Wunderman Thompson, London**

Senior Copywriter - Creative Head

Avon Global, Procell Batteries, Schrodgers

July 2009 – July 2019

**JWT, London**

Senior Copywriter - Creative Head

Schrodgers, KitKat, The Army, HSBC, Milkybar, Holiday Inn, Shell, InterContinental Hotels & Resorts, TJX, Mazda, Crowne Plaza, Legal and General, Avon Global, Voco Hotels

When I first joined JWT, integration felt like a dirty word. But nowadays the ability to work on campaigns across numerous touchpoints now means there's always plenty to keep us busy.

Recently I was asked to help raise the standard of copywriting here at JWT and am leading a group for the writers with that aim. P.S. The collective noun is apparently 'A worship of writers'. Awesome.

September 2006 – July 2009

**RMG, London** Senior Copywriter

HSBC, Shell, Nokia, Sky, Deloitte, Vodafone

March 2004 – September 2006

**STO Response, London** Senior Copywriter

AXA, Iveco, Haymarket, HP, Insight Investments, Sky, Tetley's, Texaco, Singapore Tourism Board, Wilkinson Sword

October 1999 – March 2004

**141 International, London** Copywriter

British American Tobacco (B&H, Lucky Strike, Craven "A", London, Viceroy, 555), Allied Domecq (Malibu, Allied Domecq wines), Ralston Purina, 3M Scotchgard

May 1997 – October 1999

**Carlson Marketing, London** Copywriter

KLM UK, Citroën, Britannia Building Society, British Airways, Hulton Getty

December 1995 – May 1997

**Nexus, Tunbridge Wells** Copywriter

Suzuki (cars and bikes), Honda, Mondial Assistance, Applied Distribution, NPI

### EDUCATION

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HND Advertising Copywriting - Hounslow Borough College

ND Graphic Design - Northumberland College of Arts and Technology