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I am a senior creative specialising in the creation of persuasive, original & memorable work that helps build brands and increase sales.

Though the course of a diverse and interesting career I have developed a rare set of skills, combining the rigour of top tier London advertising agencies, the disruptive innovation of start-ups, the fast moving creative broadcast industry, the practicality and pragmatism of running departments of multi-national agencies and the credibility and expertise of having worked at a senior level for many years.

I enjoy all elements of this creative mix - equally comfortable in Advertising or Broadcast creative departments, working closely with brands in house, or as a lead Creative direct to clients.

My career has taken me to some weird and wonderful places, from working closely with Anita Roddick at The Bodyshop, to creating a campaign launching BBC Four, managing a integrated creative department of over 30 people at RedBee Media and helping Saatchi & Saatchi Copenhagen to win agency of the year in Denmark.

My roles have come under a variety of headings - Creative Director, Head Of Art, Head of Off-Air, Head of Brand, lead creative of content, with a common thread of combining original thinking, innovation and impactful ideas.

Some of my most recent clients include Littlehawk LDN, ITV Creative, RedBee Media, Grey Dusseldorf, Gravity Road, Channel Five, ITN Creative, ViaSat Explore.

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### **Freelance Creative Director - Littlehawk 2019 - Present**

Asked to join this exciting start-up based in the heart of Dalston, I have been working across their existing clients, creating a set of Christmas idents for the online gift shop NotOnTheHighStreet and helping them to several successful new business wins including The London Eye & Netflix Partnerships.

### **Freelance Creative Director of brand partnerships - ITV Creative 2019 - Present**

I have been working at ITV, writing the creative for their commercial arm, producing brand partnership campaigns for I Am Team GB, M&S, Virgin, and John Lewis amongst others.

### **Creative Director - Beta London 2014-2015**

Responsible for all creative output for this fledgling start-up.  
In an extremely competitive environment, we won accounts for Low Cost Holidays and Virgin Casino in our first 12 months.

#### **Case Study:**

LowCost Holidays sales increased by over 140% after our multi-platform campaign dominated the summer of 2014.

Successfully launched Virgin Casino, their gaming division, into the recently deregulated US market.

### **Creative Director - The Kindred Agency 2009-2013**

The Kindred Agency, a creative business born out of the necessity for advertising and PR to work more in sync with each, and under one roof.

As Creative Director I was responsible for delivering growth by identifying opportunities with-in our client list where a PR lead concept, coupled with an advertising campaign, would be more beneficial than the traditional advertising only approach.

#### **Case Study:**

The NHS Check yourself for Bowel Cancer campaign asked for a leaflet in surgeries. Instead, we wrote a song and arranged for a band to tour summer festivals in the Anglian area and sing the message to a captive audience.  
The resultant uptake of people checking themselves went up ten-fold.

The Make Mine Milk campaign used posters, digital marketing, experiential and social executions to make the unfashionable drink, fashionable again.

### **Creative Director - RedBee Media (BBC Creative) 2000-2009**

The in-house creative department of the BBC had just consisted of producers and account execs.

As Creative Director, I was responsible for bringing an advertising thinking and agency structure to the world of BBC broadcast.

I helped implement a re-structure of the creative department, hiring and working with an eclectic mix of creative thinkers.

The haul of awards over 9 years, culminating in Creative Circle Gold & a One Show for SyFY channel, and D&AD success for the BBC Four launch campaign was testimony to its success.

In 2006 I became the Creative Director of RedBee 360, a department where digital experts, website designers and advertising creatives worked side by side, producing a string of multi-platform award winning campaigns and on-line content for BBC marketing.

Case Study:

Created over fifty OOH campaigns, that brought the BBC offering to light viewers who otherwise might not have engaged with the brand.

Successfully launched their first digital TV Channel BBC Four, producing a D&AD award winning, multi-platform campaign of TV, Posters, Print, Digital and Experiential.

Worked closely with SyFy USA to create a campaign re-launching the channel across the United States.

**Head Of Art - Saatchi & Saatchi (Denmark) 1997-2000**

Lived and worked in Copenhagen for three years for the only Saatchi & Saatchi office in the Scandic regions.

As Head Of Art I was responsible for the look of all the agencies output.

I Implemented a more stringent art-directional ethic, and helped shape a new creative studio as well as working across some of the agencies biggest clients.

Case Study:

Head Of Brand for the Den Danske Bank account, Denmarks largest bank, creating a new art-directional look and tone of voice, helping them to reach a younger demographic.

Worked closely with Saatchi ECD Patrick Issacs on the Carlsberg DK account, Producing work that increased their sales across all the Scandic regions.

**Creative Lead - The BodyShop**

The Creative Greenhouse, a first of its kind in-house creative agency for Anita Roddick & The BodyShop. It served to produce reactive communications promoting her campaigning, and spearheading her story, to help drive brand loyalty & customer engagement.

Case Study:

Created the campaign that brought the atrocities and human rights violations of Shell Petroleums illegal drilling in Nigeria to the attention of Parliament and the British public.

Created campaigns alongside the Big-Issue magazine.

Instrumental in highlighting the plight of endangered species in Africa and Asia.

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References on request