

# KEITH HARDY

CURRICULUM VITAE

I'm Welsh. Best to be up-front about it. Not that I'm overly patriotic nor exhibit a wonderful singing voice. I do, however, possess one particularly Welsh trait according to a post that appeared on an Omnicom US intranet:  
“(...we are) sincere, straight, uncomplicated.”

That said, I'm a strategic conceptual creative and an experienced art director across many channels with an increasing experience of writing.

It looks like none of us are immune from making distinctions. Some seem more problematic than others – digital/traditional; consumer/b2b; and sector-specific divisions that keeps everyone comfortable that recruitment decisions are soundly made. Problem is creativity isn't safe and comfortable.

It thrives on new experiences and dumb questions that we know can produce bafflingly original ideas that can change consumer behaviors.

Filling in the missing knowledge gaps is the easy part for people who are naturally inquisitive. I stumbled into pharmaceutical advertising from consumer and b2b, having no previous experience, and am now confident enough to have written the occasional detail aid or, most recently, the outline content for a GSK on-line educational story.

It's not whether a creative is fresh to a category or experienced in it.

It's whether we can still push to always want to change it or do it differently. Clients are awake to this, seeming less interested in long term relationships and much more project focused, which itself can give us creatives a broader media palette to work with. It's taking advantage of all opportunities that keeps me interested.

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## PERSONAL

I live with my family in South West London. My interests include travelling, scuba diving (BSAC Dive Leader, RYA-PB2), geology, natural history, photography.

## CREATIVE CONSULTANT CURRENT

**ACD INVENTIV HEALTH** DEC 2014 – JUL 2015

I was re-employed at inVentiv by my previous European ECD from my time at Grey. My role as Associate Creative Director (Art) involved working across the group – inVentiv (advertising), Biosector2 (PR) and GSW (US advertising) – in the UK and abroad and involving client presentation as well as art direction and conceptual work.

Some of the more noteworthy projects include Teva respiratory global campaign creative concepts, GSK vaccines 'March of Flu' digital time line, Novo Nordisk branding projects, Johnson&Johnson digestive health pitch creative.



## CREATIVE DIRECTOR BEDGEBURY COMMUNICATIONS

OCT 2012 – SEP 2014

Building a team from scratch combined with an interesting spread of work with a strong digital focus made this an attractive proposition. This included a lot of patient advertising – print, on-line, outdoor, even TV – plus global branding projects and HCP campaigns.

**Account responsibility** Novo Nordisk insulins (global & UK), Sanofi Pasteur MSD vaccine portfolio (UK). **Pitch wins** Sanofi Pasteur MSD. **Awards success** 9(x) Rx Club Award of Excellence, Global Awards Finalist, 6(x) PM Awards Commended, 3(x) PM Awards Winner.

## SENIOR ART DIRECTOR GREY HEALTHCARE GROUP

MAY 2011 – AUG 2012

**Account responsibility** Bayer Animal Health, Botox aesthetic, Colgate Total, MaxWhite, Duraphat, Hills. **Pitch wins** Abbott Humira, Bausch+Lomb.

## ACTING CREATIVE DIRECTOR, HEAD OF ART CDM

SEP 2008 – APR 2011

I held management positions at Omnicom or over four years. First DBB then CDM – one of the largest pharma creative agencies in Europe at the time, where I oversaw multinational accounts, pitches and a large creative staff, receiving the benefits of their senior management training as I went.

**Account responsibility** Amgen Prolia, BMS HIV, Botox clinical, EUSA, Merck Serono MS portfolio, Novartis (UK) oncology, Lucentis, Onbrenz, and Zolair, Pfizer PAH, Philips AVENT.

**Pitch wins** BMS Abilify, BMS Sustiva and Reyataz, Merck Serono Rebif and Movectro, Pfizer PAH. **Awards success** IPA BOH Bronze (Film – Movectro), PM Digital Awards Finalist (Integrated Campaign – MouthsMadeGood.com).

## HEAD OF ART, SENIOR ART DIRECTOR DDB HEALTH

JUN 2006 – SEP 2008

**Account responsibility** Allergan Ophthalmology, BMS Plavix/Iscover, Novartis oncology portfolio (UK), Pfizer Caduet, Sonicare. **Pitch wins** GSK Avodart, Pfizer Caduet, Philips AVENT. **Awards success** 4(x) Rx Club Award of Excellence, IPA BOH Bronze (Consumer Campaign).

## ART DIRECTOR HEALTHCARE, FMCG, B2B, TECHNOLOGY, ARTS

PRIOR TO 2006 PERMANENT AND CONTRACT POSITIONS INCLUDING

Alliance International, Golley Slater, Oasis Communications, Langland, McCann Erikson, Ogilvy Dialogue, Pan, Sapient Nitro, Tidal Wave. **Accounts included** BBC, Blue Circle Cement, Burger King, Capita, Daewoo, GSK, Guinness, HMV, Honda Finance, IBM Lotus, Microsoft, Mitsubishi Motors, Nescafé, Norwich Union, NSPCC, NTL, Philips, PHS, S4C, Salomon, Scottish+Southern Electricity, Securicor, Unisys, Wales Tourist Board, Welsh National Opera.

### TRAINING / EDUCATION

Management Basics  
Senior Management Boot Camp  
Strategic creative courses  
Leadership skills  
Time management  
Presentation skills courses  
Digital strategy training  
D&AD, IPA, Omnicom  
  
HND Information Design  
OND Technical Illustration  
West Glamorgan Institute  
  
Art Foundation  
Gwent College of Higher Ed.

'A' levels Art & Design,  
Geology 'O' levels English,  
Maths, Biology, Geology,  
Design Craft Technology,  
Drama, History  
Whitchurch High School

### COMPETENCIES

Ideation & development, creative leadership, team management, EU/US collaboration & leadership, project management, digital trends appreciation, creative process & organisation, art buying, HTML/CSS basics, software skills including Illustrator, Photoshop, FinalCutPro, InDesign, Keynote, Office, Acrobat, DreamWeaver

Full UK driving licence

### REFERENCES

Available on request

