

# Murray Allan

## Creative Director

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### Murray Allan

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### Description

Award winning integrated creative director.

Long-term experience in strategic planning, studio and campaign concepting and management with resourcing, budgeting and client liaison from ideation to delivery.

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### Experience

#### Grey London

Creative Director / Group Creative Director

JULY 2020 - PRESENT, LONDON

- Global Creative Director role across all of HSBC's International and UK business accounts, with rolling campaign work mapped to their quarterly internal objectives (July 2020 - February 2023)
- Global Creative Director across Imperial's global group of sub-brands (Gauloises, West, News, Pulze, Horizon, Jadé, JPS), launching brand and campaign platforms across the board, and leading the cross-agency relationship from Grey, coordinating with partner agencies, Live & Breathe (CX), Marks, Missouri and Bloom (Brand). In 18 months we grew the account revenue from one brand at c. £2m p/a to 7 brands at (projected) £7-10m p/a
- Creative Director on all Bowers & Wilkins campaign work (April 2022 - January 2023)
- Creative Director across Vodafone Ireland's True Connections campaign (April 2022 - September 2022)
- Brief co-writing and sign-off; top-line concepting and strategy across all brands
- Line management of four creative teams (from from junior to ACD positions), including 360° appraisals, mentorship and detailed work direction across all agency brands
- Agency DEI lead for Parents and Carers throughout all of my full time employment at Grey
- New business wins for HSBC Hong Kong, Shell, Imperial Tobacco and Bowers & Wilkins

## **Bandstand**

### **Creative Director**

JANUARY 2018 - JANUARY 2020, LONDON

- Led the creative within the agency management team, with oversight of strategy, brand and campaign concepting, and design and visual identity for all creative output across pan-sector clients
- Transformed the creative team within tight commercial constraints to become fully inclusive
- Responsibility for day-to-day running of the creative dept. including resourcing, hiring, mentoring, and personal development plans
- Implementation of full creative process, analysing incoming business through to creative output to create efficiencies and improve the quality and impact of final creative
- Creative direction for PayPal, Channel 4, GDST, Royal Academy of Engineering, WaterAid, Tipi, Tempur Sealy, Haven Power, and more
- New business wins for GDST, Greenwich Peninsula, WaterAid, Land Securities, Quintain/Tipi and King Games
- Brief co-writing and sign-off; top-line concepting and strategy

## **Mr. President, Wunderman, McGarrybowen, VCCP, JWT, WCRS**

### **Integrated Associate Creative Director (Freelance)**

APRIL 2013 - DECEMBER 2018, LONDON

- Creative campaign strategy and brand and campaign planning
- Integrated, digital and social campaign concepting, through to production management and delivery. Clients include Johnson & Johnson, Asda, Canon, Microsoft, Knorr, Bridgestone, Mini, Shell, Polaroid, McCoy's, Capital One and Sky
- Lead art and creative direction (including over brand and campaign delivery across ATL and digital channels)
- International client and agency liaison and creative management
- Team mentoring, development of creative process and streamlining delivery schedules and practices

## **Edelman, Razorfish, AnalogFolk, Story, SapientNitro**

### **Creative Director / Creative Group Head (Freelance)**

MAY 2012 - APRIL 2013, LONDON

- Day-to-day management and direction of a multi-discipline digital team (Copy, Art Direction, Design and UX) across all categories. Key clients include Blackberry, HSBC, Dulux, McDonald's, Hewlett Packard, Lipton, Purina, Jaeger, Finlandia and Sky

- Concept ideation and project execution, campaign strategy and digital brand planning
- International client and agency liaison and creative management
- Team mentoring, development of creative process and streamlining delivery schedules and practices

### **Critical Mass / Senior Art Director**

OCTOBER 2010 - MAY 2012, LONDON

- Online brand strategy and development, conceptual creative input and lead from pitch through to design and site delivery. Clients include P&G, British Airways, BBC and Citibank
- Art Direction and lead design and UX across all projects, mentoring members of a large multidisciplinary team
- Overseeing the delivery of master visuals, toolkits and interaction language style-guides and implementing best-practice working methods to work against tight deadlines
- Input into brand and campaign strategy across all clients
- Planning and facilitation of photo-shoots, film-making and events

### **LBi / Art Director**

MAY 2008 - OCTOBER 2010, LONDON

- Design oversight, Art Direction and UX across design and development teams. Clients include British Gas, BT, VirginMedia, Lloyds Bank and F1

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## **Education**

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### **Oakwood Park Grammar School / A-Levels (2), GCSEs (9)**

SEPTEMBER 1984 - JULY 1989, MAIDSTONE

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## **Awards**

D&Ad 2023 Shortlist Casting  
(Vodafone True Connections)

Creative Circle 2023 Silver Film Craft Best Performance  
(Vodafone True Connections)

Creative Circle 2023 Silver Film Craft Best Casting  
(Vodafone True Connections)

Chip Shop 2019 Silver  
(International Women's Day)

Creative Circle 2017 Silver  
(Canon Skijoring)

Kinsale Shark 2016 Silver  
(Canon Skijoring)

Cristal Festival 2016 Gold  
(Canon Skijoring)

CICLOPE Festival 2016 Bronze  
(Canon Skijoring)

Webby Award 2009  
(Marks & Spencer)

Yahoo! 2008 Gold for Best Website  
(Commercial Breaks & Beats)

New Media Age Effective Award Gold 2007  
(Directline Insurance)