

KEVIN McCARTHY

Creative Director

RESUME

A concept driven, commercially savvy strategic thinker, I specialise in delivering measurable results to my clients by way of outstanding design solutions. I build dynamic and talented creative teams and manage all aspects of the creative process from concept to production. Experienced in both traditional and digital media, most recently in the online retail sector working on brand and product development and multivariate testing. A truly hands-on creative, I excel at fleshing out ideas and concepts and bringing them to life.

Experience

August 2015 - Present

Consultant Creative Director

Design consultant, most recently for CMS, a major city law firm, designing brochures, pitch documents, banners and other promotional material for their marketing team.

May 2007 - June 2015

Webloyalty International SARL

Head of Creative Services

Hired as a senior level creative director to deliver growth and enhanced performance to this successful online retail business by increasing acquisition and customer retention through engagement. Working with key partners including Ryanair, National Express, Argos and Trainline, I developed key creative strategies to successfully drive response rates in our international markets. Recruiting a team of in-house web designers and developers, I was responsible for all the creative output for nine international markets with thirteen products and for providing a full creative service for our offices in London, Paris, Milan, Amsterdam, Istanbul and Sao Paulo.

In 2012 I relocated to the Geneva office in Switzerland to build a new Swiss team and to continue to support and service the company's new international product launches.

Responsible for brand design and development and overseeing the work-flow, production and processes to deliver website builds, emails, banners and all corporate and sales materials. Liaising with marketing, I developed strategies for creative multi variant test campaigns to ensure the optimal customer experience and the best conversion and response rates for the business. I was responsible for managing a substantial departmental budget and ensuring that creative and technological innovation were the focus for our team.

Key Achievements :

- Creating split-test campaigns resulting in 22% increase in join rates across the business.
- Generating successful banner campaigns to improve click-through and join rates.
- Successfully delivering mobile optimised pages and promotional apps.
- Recruiting, training, managing and mentoring talented new teams in London, Paris and Geneva.
- Optimising all digital media for mobile and handheld devices and implementing UI and UX strategies.
- Creating new banner building and testing application.

All projects were planned and scheduled with key milestone management, along with detailed test plans to ensure response rates met or exceeded target.

Liaising with department heads, I played an integral role in the business strategy by visualising ideas and concepts and engaging design and technology solutions to drive and grow the business.

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May 1998 – May 2007

**Head of Online Creative
Direct Group Bertelsmann**

Headed up the online creative team for Direct Group, the UK's biggest book club marketing company. Produced concepts for TIOLI campaigns, emails and banners. Developed online book browsing facility resulting in increased sales across all clubs. Implemented an interactive online catalogue, chapter samples and promotions. Directed press and DM campaigns across all club programmes increasing response rates & sales. Oversaw the development of continuity projects to successfully generate new revenue streams.

1996 – 1998

**Creative Director
Retail Marketing Partnership**

Lead the creative team of this busy marketing agency, producing direct mail shots, brochures, point-of-sale and outdoor media. Created successful direct mail campaigns delivering loyalty programmes for retail clients; BHS, Homebase & Tesco.

1992 – 1996

**Owner Operator
Agent X Design**

Owned and ran my own design consultancy working directly with clients including KPMG, Holiday Inn, IBM & the Department of Health.

1989 – 1991

**Creative Director
Cooper Farrelly Ltd**

Oversaw all creative output for this busy London advertising agency winning accounts from The Daily Telegraph and IBM.

Software: Adobe CS6,
Other skills: Illustration, copywriting, photography.
Languages: English, French A2 level.

References available on request.

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