

BEN EADY

COVER LETTER

HELLO



It's fantastic to see that you're on the hunt for a new Creative Director.

Excuse this lengthy cover letter. I'm likely to be unusual amongst candidates due to the extremely diverse, but complementary range of skills and experience I have gained over my career.

I've recently concluded my role as Global Creative Director at FNZ (fixed term contract). **Please view the exceptional references regarding my time in this role on page 9 & 10.**

My wider responsibilities covered all aspects of creative department management including: creative oversight, creative resources and mentoring, creative strategy, ideation, origination, production, supplier contracts, internal and external comms, and creative guidance for the wider global marketing and sales teams.

This was no small task – FNZ is a major player in the fintech world – it's a regulated financial institution boasting 5500+ employees, over 30 office locations globally, 850+ clients, servicing over 20 million investors, with assets under administration of over US\$1.5 trillion. Despite this, the role remained very hands-on, and in addition to the standard CD responsibilities, as part of the marketing management team I played a significant part in the planning and inception of the company's communications and digital strategy.

At FNZ (and in previous roles) I became used to dealing with business leaders at the very highest level, collaborating with, and reporting to the global and domestic C-suite on a daily basis.

This recent marketing role represents just one aspect of my career. As stated in my references, I'm referred to as "the complete creative package," a cross-channel creative-unicorn with experience spanning all manner of creative disciplines including advertising, digital, social, and events. **Check out beneadycreative.com to see just how diverse my work has been.**

ben@beneadycreative.com | beneadycreative.com | 07399036985

Note: To access my portfolio B2B & Events section please enter password: B2Baccess

I'm passionate about my work, and the power of ideas and storytelling to capture the emotions of the audience. I have a continuous hunger for learning new skills and pushing my limits, driving innovation and transformation across a wide range of client sectors.

Whatever the medium, I'm native to it, working hands-on and directionally developing social, digital, creative strategy, brand identity, TVCs, OOH, POS, experiential/events, or directing video and photography. And I've even written, illustrated and published a children's book, (The Hidden Creatures of Hackney).

B2B, B2C, ATL or BTL, I've worked in senior capacity (permanent & freelance) for agencies in New Zealand, Ireland and UK (and the US remotely), producing both domestic and global campaigns. Along the way I've gained experience at notable networks such as Ogilvy, RMG Connect, BBDO, Y&R, Lowe Draft, JWT, Proximity and Rapp – collecting a good number of domestic and global awards.

As someone who has built creative departments from scratch, I offer all the managerial, directional and problem solving skills you could ask for: providing clear creative vision and inspiring teams to take ownership and express themselves. Like many creatives I can be a little OCD at times, not micromanaging or being precious, but I make calls with a confidence only experience can bring. I like to push the creative envelope, fighting for bold, impactful work that gets clients and audiences excited, whilst managing stakeholder pressures, and exceeding KPIs.

As a snapshot, this is what I can offer:

- ✓ Top-line positioning skills & creative-lead strategy.
- ✓ "Big idea" conceptual & ideation skills.
- ✓ Art direction & copy.
- ✓ Hands-on design (offline/online/UX/UI/experiential).
- ✓ Campaign planning & implementation.
- ✓ Experience across most media.
- ✓ Mentoring with empathy.
- ✓ Team management & directional skills.



Moreover, I've always found that the best route to great work is through close, collaborative relationships. I like to have fun working – you'll find me vivacious, quick to laugh, ego free, pragmatic, positive, and happy giving or receiving direction. I bring a dedication and flair to my work that's engaging and inspiring for colleagues and clients alike, with a proven track record of award winning creativity and effectiveness.

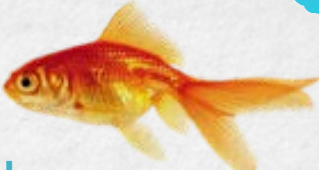
I hope that you feel I tick all the boxes and more.
I'm very happy to answer any questions or supply further detail.

Kind regards,
Ben Eady

ben@beneadycreative.com | beneadycreative.com | 07399036985

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BEN EADY CV



I'm passionate about creativity – it's a way of life and I work super hard at it. When I'm not being creative at work, you'll find me painting, photographing, sculpting jewellery, writing and illustrating children's books, upcycling or out in the streets at night mapping structures, doing guerrilla augmented reality projections (yes, I'm a creative nerd).

Amongst my colleagues, I'm known as the guy that can magically make it all happen. I love nothing more than being in the thick of it, whether that be winning new business or producing award worthy work.

I have 20 years of creative experience working in London, Dublin, New Zealand and the US (remotely from the UK). My skillset has continuously evolved in keeping with trends, technology and the changing needs of clients. Naturally, this means plenty of branding, digital, UX/UI and social, but I also regularly work across most channels and industry sectors – traditional advertising media, OOH, branding, direct response, content, shopper experience, experiential, events and even company culture.

Fully integrated skillset – hands-on or managing others

Creative nerd

Experience including a host of brands across most sectors

20 years creative experience

Fun to work with

ben@beneadycreative.com | beneadycreative.com | 07399036985

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You might find me a little different. I'm originally from New Zealand. Thankfully, Kiwi creatives tend to punch above their weight internationally – which is why some agencies I've worked for, rank in the top 10 worldwide. We're generally expected to be adept across most media, with a fully integrated skillset; so we can do the work of multiple creatives. Our budgets are often tight, requiring us to use a mixture of lateral thinking, ingenuity and true grit to make our campaigns shine. Considering the current global situation, that's likely to be the order of the day.

WHAT I'M LIKE TO WORK WITH

I'm a creative problem solver, not a self-promoter. Not that I object to winning awards but I prioritise the work over the kudos (no prima donna here).

The collaborative process can be incredibly rewarding. I'm happy working solo but there's something special about developing ideas whilst working as a team. Given the chance, I'm very happy to be buddied up with others.

Work should be fun. I bring a positive attitude, a cheeky smile and boisterous laugh with me each day. I make myself available to my teammates, offering empathy and understanding, a listening ear and a helping hand. I take great joy from making others look good – colleagues and clients alike.

MY EXPERIENCE

I've freelanced for some long periods, working across the board on everything from prestige cars to energy companies, energy drinks, telcos, tech companies, pharmaceuticals, department stores, financial institutions, NGOs, FMCG, ATL & BTL... Whatever the acronym, whatever the sector, I've lived and breathed them.

Freelancing keeps a creative fresh – It's a working life where you're continuously honing your skills and always only as good as your last job. I've landed in all sorts of agency structures – one day working at global-network giants the next, smaller indie hot-houses.

I'm not just a rolling stone. I have also worked permanently for agencies big and small, in pivotal roles successfully building startups from nothing or working to make large agencies even larger.



On any given day my workload tends to break down in these proportions.

JUST SOME OF THE INDUSTRY SECTORS I'VE WORK ON



OTHER QUALITIES:

- I thrive in fast paced, deadline-orientated environments and have great organisational skills. I think fast on my feet and work pro-actively to tackle any potential problems.
- I work fluidly between departments – communicating clearly, listening, negotiating and problem solving whatever the channel.
- I'm hands-on and enjoy all aspects of creative-lead strategy, ideation, scamping and artworking.
- I don't micromanage people. I give clear guidance and advice, happily receive suggestions, offer constructive criticism with empathy and give others the space they need to own their work.
- I'm a people person. I take the time to earn the respect of others, listening to their needs and working honestly to fulfil them. I'm proud that the relationships I've built have often lead to referral business for the agencies I've worked for.
- I always stay positive, have a good sense of humour and never give up until the work at hand is done.

WHAT I'M LOOKING FOR

I'm keen to be part of an agency with a vision – one that reshapes the world for the benefit of all involved; a stimulating working environment where I can grow professionally with a team of like-minded people to collaboratively produce innovative work.

I look forward to discussing with you how my skills and experience can fit in with the agency's needs and how together, we can make great things happen.



I thrive in fast paced, deadline orientated environments

I'm hands-on

I work fluidly between departments

I don't micromanage, I encourage

I'm a people person

I always stay positive

I'm great at building client relationships

PERSONAL DETAILS

Name: Ben Eady
Nationality: New Zealand citizen
Tertiary qualification: Bachelor of Graphic Design
Visa status: 5 year Lounes Visa with full rights to work
(I'm applying for indefinite leave to remain in early 2024)



NOTE: Freelancing seldom comes with a specific title. However, it was common for me to be contracted long term to work over clients and agency departments in the capacity of Creative Director in all aspects of the role but without the official title. For this reason I can only in all transparency, enter the term effective CD where this occurred.

| | |
|-----------|--|
| 2023-2024 | FNZ Position: Global Creative Director |
| 2021-2023 | Whitewall Creative (Previously Upstage Engages) Position: Creative Director |
| 2018-2020 | Kindred, Blue Latitude, Brands2Life, Involve, Green Park Content etc Position: Freelance Senior Creative – CD /Art Director / Designer over a wide range of clients (for UK & NZ) |
| 2017-2018 | Y&R NZ, Colenso BBDO Position: Freelance Colenso BBDO (Effective CD over Spark Telco) Y&R NZ (Effective CD over a wide range of clients) |
| 2016-2017 | Federation Ltd, Y&R NZ, Colenso BBDO Position: Freelance Federation (Effective CD over Fonterra/Farm Source) Y&R NZ (Effective CD over a wide range of clients) |
| 2015-2016 | Federation Ltd, Y&R NZ, Colenso BBDO Position: Freelance Federation (Effective CD over Fonterra/Farm Source) Y&R NZ (Effective CD over a wide range of clients) Colenso BBDO (Senior Art Director over Spark – NZ's largest Telco) |
| 2014-2015 | Federation Ltd, JustOne LTD Position: Freelance (Senior Art Director) |
| 2012-2014 | Federation Ltd and Twenty Advertising Ltd Position: Freelance (Effective CD over a wide range of clients) |
| 2011-2012 | 99 (part of Clemenger Group) Position: Freelance (Senior Art Director over Genesis Energy, NZ's largest Energy Provider) |
| 2010-2011 | Sugar Advertising Position: Freelance (effective joint CD over Bank of New Zealand) |
| 2007-2010 | Ogilvy One Position: Integrated Creative Director |
| 2005-2007 | Lowe-Draft NZ Position: Senior Art Director |
| 2002-2004 | rmg:connect Ireland Position: Creative Director |

I've worked my way through various roles over the years. Each position taught me valuable skills that are crucial for enabling me to work as a fully integrated creative.

2024

Marketing,
Digital,
Social

Global
Creative
Director

B2B,
Events,
Video,
Digital
content

Creative
Director

Fully
Integrated,
ATL & BTL

Freelance
AD/CD/writer,
strategist,
pitch doctor,
ideator...

Digital
/Social/Content
/TV/Radio/OOH
/Shopper Experience
/Events Experiential
/Culture

Creative
Director

Direct Marketing
/Digital

Senior
Art
Director

Direct Marketing/
Digital/TV/Radio

Art
Director

Direct Marketing

FMCG/Retail/
OOH/Shopper
Experience

Designer
/Art
Director

Mac
Designer

Film,
prepress
and design
night-shifter

WORLD LEADING AGENCIES I'VE WORK FOR

Over the years I've had the pleasure of working long term with industry big players and a good few burgeoning hothouses too.

Some you might recognise are: Colenso BBDO (part of Clemenger Group) – Ranked #5 worldwide on the 2018 Contagious Pioneers agency ranking, 5th Most Effective Agency Worldwide in the Effie Effectiveness Index World rankings and was recently announced Cannes Lions Agency of the Decade, Pacific. And, Y&R NZ – Awarded Asia Pacific "AWARD" agency of the year 2016.

ACHIEVEMENTS

I've been winning awards since I was a student and clocking them up virtually every year of my career. Most have been domestic wins but I've nabbed a good few international gongs too.

Crediting freelancers for awards is not always common practice, but I'm happy to see agencies gain recognition for my hard work. Awards worthy work is something I strive for every day.

Awards include: Numerous NZ Marketing Association and Irish Marketing Association awards, Various independent direct marketing awards, Axis awards, Effies, Macromedia and Adobe interactive awards... Gold, silver, bronze, Best in Show and Grand Prix – along the way I've had my share.

Then there's the new business wins. I have a long history of successful pitches. Pitching Doctoring is something I regularly contract for as a freelancer, but I take greater pride in winning accounts on the back of advocacy and referrals thanks to the relationships I build with existing clients.

OTHER INTERESTS

Writing and illustrating children's books, jewellery and furniture design/crafting, fine art painting and sculpture, photography, cooking, climbing, skiing, mountain biking, Krav Maga, gyroscopic unicycling, motorcycle touring and Augmented Reality guerrilla projections.

SKILLS

Art direction.

Directing video and photo shoots, talent, and studio resources across all disciplines.

Concept visualisation & story boarding, by hand and on the Mac.

Top-line concepting.

Including creative-lead strategy and ideation.

Strategic & creative development.

Across all media and channels, including a good understanding of SEO, Data, paid and targeted media, and content platforms.

Artworking, design & writing.

From concept visuals for digital and social through to output ready OOH/POS/Press, or writing content, radio/TVCs, headlines and bodycopy. I can also retouch to a high standard.

Client relationships.

Including presentations, workshops, think-tanks and crisis management.

Mentoring and general creative/studio talent resource management.

Project management.

Strong organisational skills in regards to work-flow, allocation of tasks, production and implementation of creative.

Mac program literacy

in most aspects of the Adobe Creative Cloud and figma.

CLIENT EXPERIENCE

3M Pharmaceutical
AA
AA Insurance
AA Life
ACC
Air New Zealand
American Express (New Zealand)
AMP
An Post Ireland
ANZ
Aranesp
AstraZeneca (Latin America)
Auckland City Council
Auckland One
Auckland Zoo
Bank of New Zealand
Barclaycard
Bay Audiology
BIM (Fisheries Ireland)
BJ Ball Papers
BMW Ireland
BMW New Zealand
BP
British Airways
Caltex
Canon Business Solutions
CIGNA
Citadel Securities (Global)
CLF (Child Labour Free)
Colgate
Compaq/HP
CityFibre
Dick Smith
Elders Finance
Energy Online
EQC (Earth Quake Commission)
European Motor Distributors (Porsche)
Evo Sleep (Wool Products of New Zealand)
Eyewear Design Ltd
Farmers Card
FAI Finance
Fencepost.com
Fonterra
Forrester (Global)
Farm Source NZ
Genesis Energy
Genesys (Global software Company)
Hanover Group
Heart Foundation
Holden (New Zealand)
Honda
IBM
Irish Life
ITM
Jaguar
Janssen
JR Duty Free
Kim Crawford Wines
Land Rover
Les Mills International
Life Pharmacy
Linkedin
Lipton Ice Tea
Lyons Tea
Mainfreight
Manukau City Council
Marsh
Mercury Energy
Meridian Energy
Microsoft
Ministry of Primary Industries
Nestlé (New Zealand)
New Holland
New Zealand Rugby Union
Oracle (Global)
Pernod Ricard
Pfizer
Placemakers
Purina:
Beneful
Fancy Feast
Farmers Card
Friskies
Pro Plan
Purina One
Tux
Progressive Enterprises Ltd
(Countdown supermarkets)
Q card
Restaurant Brands New Zealand
RD1
Royal New Zealand Foundation of the Blind
Royal Sun Alliance Insurance
Rockwell (US)
Sanitarium
Savour New Zealand
Simple Health (US)
Sky City Auckland Ltd (Casino)
Southern Cross Healthcare
Spark (and also as Telecom New Zealand)
St Laurence Ltd
Streamsets
Stihl
Telstra Clear
TransAlta NZ Ltd
Two Double Seven (Shopping Centre)
United Finance
Vodafone (New Zealand)
Vodafone (Ireland)
Warehouse Stationery
Woosh Broadband
Xyntha
AND MORE...

REFERENCE (MOST RECENT)

Matt Roobol

Group Head of Marketing Operations & Digital at FNZ

I recommend Ben for his exceptional creativity, strategic acumen, and highly organised approach to creative projects.

During our collaboration, I worked with Ben to develop a new FNZ.com. He pushed our brand and team in the right creative direction, whilst staying true to our core brand principles, to achieve a beautiful new fnz.com that we are all be proud of.

Ben is a team player, and he gets the best out of us with his collaborative and authentic approach to people. Ben's ability to navigate challenges with grace and consistently meet project deadlines showcases not only his resilience but also his professionalism. Ben is a standout Creative Director, and I am confident his contributions will significantly enhance any creative endeavor or team.

Ben lives creativity. Outside of his job, Ben uses his creative superpower in his personal projects too. I read Ben's book, 'The Hidden Creatures of Hackney', twice. If you want a glimpse into his imagination and creative storytelling, get his book, read it with your children and then reflect together on your favourite part.

Blake Howard

Group Head of Solutions Marketing at FNZ

Working with Ben is a pure pleasure. He is highly creative visually - developing interesting, exciting graphics that he combines with strong storytelling skills.

He makes sure to understand the narrative, and then crafts both images and copy that bring it to life. His work often surprised me in all the best ways! In short, Ben is a rare and valuable talent.

In my time working with him, he had to onboard into a highly technical company under challenging circumstances, with limited resources. He got up to speed and was contributing like a rock star in record time.

We worked together to communicate the most complicated part of investing - the back-end, technical part - in new and fun ways. And we always enjoyed our experiences along the way. It was one of the best partnerships of my career.

I would work with Ben any time.

REFERENCE (MOST RECENT CONTINUED)**Mark Shields****Solutions Marketing Director**

I worked with Ben while he was the creative director at FNZ on numerous marketing campaigns and content assets.

Ben is the full creative package and quickly brings his experience and broad competence set into effect.

I have been particularly impressed at his ability to rapidly adapt to the corporate brand, key messaging, style and audience. Indeed, I was surprised at his ability to deal with the ever changing requirements, nuances and stakeholders of a complex, global corporate environment. Ben has the gift of being able to deal with a diverse range of people and help them collaborate as a team.

Where he really stands out from the crowd though, is through his rare mix of artistic creativity and practical conceptualizations - which he magically manages to do on-the-fly - and his strength to confidently advise on messaging and copy. A trusted advisor, who's judgement I quickly learnt to respect.

Alasdair Munro**Head of Marketing and Communications at FNZ Group**

It has been an absolute pleasure working with Ben throughout his time at FNZ.

It's not often clear what you'll get when working with Creative Directors. Will they specialise in design, motion, strategy, messaging? Honestly, Ben brings it all and goes way beyond these confines.

He has one of the most imaginative, creative and brilliant minds that I've worked with. Importantly, he also brings an infectious fun and energy to everything he does whilst bringing his creative ideas to life.

Collaborative, engaging, calm and convincing, Ben also balances his creativity and leadership qualities with an ability to listen and learn. The results speak for themselves; the standard of his work is exceptional and is delivered on time, every time.

We all need more minds like Ben's in our lives! I look forward to working together in the future.

REFERENCE (LINE MANAGER)

I have worked with Ben for over a year, collaborating on a great many high profile experience, marketing and communications projects.

As a Creative Director he is an unstoppable ideas engine, from taking briefs, interpreting them and delivering innovative thinking, with passion and energy that never fails to impress corporate clients who are often swept along by his enthusiasm.

This makes him a great person to have on your side going into a meeting, not to mention the draw dropping creative thinking and the ability to build strong and enduring relationships with every client and team member he works with.

Not only that, but Ben is a deep thinker, thoughtful designer, capable of seeing the 'big picture' and then crafting experiences, activations, ad campaigns, films, cross-channel creative campaigns that always deliver results, and to boot, he can write deeply thoughtful and provocative thought leadership pieces.

Ben is without doubt the best creative director I've ever worked with in the 35+ years I've been in the industry. Always ahead of the tech curve, and able to provide technological solutions, creatively and on point.

Highly recommended.

John Garrett

VP Creatve and Design at Whitewall

hello@johngarrett.co.uk

Phone: +447540726733

linkedin.com/in/garrettjohn/

REFERENCE (BUSINESS DIRECTOR)

Ben has been my number one go to Art Director for nearly 4 years.

Whether working individually, paired with a writer or as part of a bigger creative team, he is definitely one of the most all rounded talented people I have worked with in the 20 years I have been in the advertising industry.

His strategic ability to distil the most muddled brief (not a good admission on my behalf) is as good as many planners that I have worked with.

Not only does he have the ability to think strategically and develop plenty of variations of a conceptual approach. He can scamp, draw, write and retouch better than most highly competent studio managers. Just when you think he can't have any more hidden talents he then pulls out his camera! We work together largely on one of the most challenging corporate chests, Fonterra. His ability to literally be a one stop shop across multiple disciplines quickly transformed his from a one off freelance hire, to my right hand man.

It was largely because of Ben's impressive skillset that the client grew significantly. We became a trusted pair of hands for projects big and small, usually tackling projects too difficult for anyone else! Most people with this level of talent come with some sort of weird personality trait that you need to tolerate.....not Ben. Quite the opposite in fact. No matter how irritating a situation that would try the patience of the most placid of suits, not to mention creatives... Ben would take everything in his stride with his calm pragmatic approach and great sense of humour.

I can't recommend Ben highly enough to anyone lucky enough to have the opportunity to work with him. I wish him all the very best, but I also wish he would come back to New Zealand as I would hire him in a heartbeat.

Please do not hesitate to contact me if you would like to discuss anything in further detail.

Kind Regards,

Angela Eagle Group Business Director – Federation

Please note. Ange has now left Federation to form her own agency (Kindred Ltd). She has requested that any communication be made via: ange.eagle@outlook.com

REFERENCE (TEAM MEMBER)

I had the pleasure of working with Ben for over a year and a half at WhiteWall Creative (formerly Upstage Engages). During that time, I served as a Senior Motion Designer, with Ben as my line manager. We worked closely on a daily basis, and I have to say, it was a truly rewarding experience.

As Creative Director, Ben was responsible for interpreting briefs from clients, developing concepts and storyboards, and managing the creative elements for the team to execute. He had a renown ability to generate original ideas almost on command, I was continuously surprised by his fresh perspective on the most challenging projects.

I really respected Ben for his leadership style. He's relaxed, likeable, and witty, and he has a natural talent for cultivating an enjoyable team spirit. He's a great conversationalist and connects easily with people, which helped foster inclusivity and a collaborative work environment. It was no surprise that he was voted "Whitewaller of the Year" by his peers.

What I enjoyed most about working with Ben was his approach to providing guidance for projects that needed it, while also allowing creatives the freedom to explore and find their own solutions to creative challenges. This gave me the opportunity to push my work to the next level, knowing that Ben would always guide me gently into improving the final result - I liked learning from him this way.

In summary, I will jump at the opportunity to not only recommend Ben as a Creative Director but to work with him again. His ability to think creatively, manage with empathy, and provide insightful guidance make him a valuable asset to any team.

If you have any questions relating to my work experience with Ben, please don't hesitate to call me – 074 3211 6168

Kind regards,

Hans Sedwick
Senior 3D Artist / Motion Designer

VERBAL REFERENCES

Carl Robertson

Position: FNZ Group Chief Marketing Officer

Contacts:

[linkedin.com/in/carlprobertson/](https://www.linkedin.com/in/carlprobertson/)

Email carl.robertson@fnz.com

Phone: +33 (0)6 78 49 23 69

Richard Court

Position: Senior Client Partner – Europe at Saatchi & Saatchi

Contacts:

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Email richard.court@xtra.co.nz

Phone: +49 174 218 2777

John Garrett

Position: VP Creative and Design at Whitewall

Contacts:

[linkedin.com/in/garrettjohn/](https://www.linkedin.com/in/garrettjohn/)

Email: hello@johngarrett.co.uk

Phone: +447540726733

Matthew Campbell Downes

Position: Creative Direct at Serato (Previous Creative Director at Federation)

Contacts:

[linkedin.com/in/matt-campbell-0b01484](https://www.linkedin.com/in/matt-campbell-0b01484)

Email: matt.downes@serato.com (alternative email matt@areyouexcited.com)

Phone: +6421334711

Sarah Hobdon

Position: Operations Director at M&C Saatchi NZ / Greenhouse (previously at Y&R ANZ)

Contacts:

[linkedin.com/in/sarah-hobden-1bb88527](https://www.linkedin.com/in/sarah-hobden-1bb88527)

Email: sarah.hobden@mcsaatchi.co.nz

Phone: +64211028383

Stuart Hinds

Position: Creative Director at Just One

Contacts:

[linkedin.com/in/stuart-hinds-03002b15](https://www.linkedin.com/in/stuart-hinds-03002b15)

Email: Stuart.Hinds@justone.co.nz

Phone: +64211904930

Please note. I can also request recent FNZ verbal referees as required.

No fish were harmed in the making of this CV.

