

RICHARD BEER

CREATIVE DIRECTOR / WRITER

Multi-award-winning creative director, writer, thinker, filmmaker, storyteller and word-nerd.

Portfolio: <http://www.richardbeer.co.uk>

AWARD HIGHLIGHTS

7 Cannes Lions (4 Gold 3 Silver), 3 Webbies, 7 Lovies, D&AD White Pencil, 2 Shots Awards, 6 British Craft Arrows, 3 Campaign BIG, the DADI Chairman's Award, a few Clios...

SKILLS

Creative Direction

Conceptual thinking

Creative and Brand Strategy

The psychology and structure of storytelling

The reasons people actually share things

Video and short-form film

Social media content of all kinds

Writing everything from comedy or drama scripts to Tweets and long form copy.

Pitching (and winning, like, a lot)

Technophile and all-round geek, in love with AR/VR, AI and futurology.

EMPLOYMENT

- Jan 2019 –** **Freelance Creative Director**
Creative Director and/or ideas and words guy for a pleasingly varied client list, from Google and Facebook to small production companies, agencies of all sizes and good causes like Good Brains for Good Brands.
- Aug 2019 –** **Facebook Creative X**
Feb 2020 Freelance Creative generating ideas, writing scripts and filming social content for a privacy campaign and the core Facebook brand across FB & Instagram.
- Sep 2018 –** **Gravity Road**
Jan 2019 Creative Director creating Sainsbury's content and various pitches.
- Sep 2017 –** **Google (Brand Studio)**
Sep 2018 Freelance Creative Writer/Director developing creative strategy and shed-loads of social content for a huge Google Arts & Culture campaign, working with next-generation AR and developing ideas to show off Google's cutting-edge AI.
- Apr 2017 –** **Freelance**
Sep 2017 Creative Director on so many things. Ideas! Words! Videos! You name it!
- Aug 2016 –** **AllTogetherNow** (<http://www.alltogethernow.agency>)
Feb 2017 Executive Creative Director overseeing the growth of The&Partnership's new digital/social agency.
- 2013 – 2016** **Don't Panic London** (www.dontpaniclondon.com)
Creative Director of some of the world's most successful charity, good cause and activist campaigns of all time.

- Nov 2012 - March 2014** **Freelance Copywriter / Creative Director**
A couple of years just figuring shit out, you know? Transitioning mostly from a Head of Copy who was desperate to do video into a Creative Director who did video.
- Oct 2006 – Nov 2012** **JPMH Ltd** (www.jpnh.co.uk)
Head of Copy working on Google, American Express, BlackBerry, Nestle Purina and others. If you need to know anything about looking after, feeding or training cats and dogs I'm totally your guy.
- Dec 2005 – Oct 2006** **Freelance Copywriter**
Honestly I can't even remember.
- Nov 2004 – Dec 2005** **Wheel Ltd** (<http://www.wheel.co.uk>)
Copywriter / Producer. Oh man, those were the days. Sat there at my producer's desk thinking "Is this what I want out of life? I don't even want my boss's job! There's got to be more to it than this..." Reader, there was!

CONTACT

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EDUCATION

University of York

History Degree (2i, BA Hons.), final dissertation on British Slavery in the Caribbean which was eye-opening and horrifying. History is interesting, y'all. People should read more history.

Harrow School

Jeez. Well that was a mistake.

HOBBIES

Climbing, mostly bouldering.
Film, cinema and TV
D&D
My kids, who although they come last here actually come first! ♥