

Jonathan

Creative Director

I have led (some fun) creative agencies, clients, and projects over the last 20 years. I believe creative ideas, beautifully delivered, make things better – and that people and creativity should be considered before profit and loss.

Multi-disciplined and strategic, I build and lead diverse creative teams to bring brands to life, engage with audiences and deliver real change and growth to businesses.

Jonathan Beacher

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Highlights

My work has become a backdrop to national sporting events like Ascot, Wimbledon, Silverstone and Wembley, I've developed brand and strategy for Arsenal FC, EMI, Eurofund and Saudi Entertainment Ventures. I have created immersive brand experiences for Chelsea FC, John Lewis, SAB Miller and Manchester United. Marketing comms for Adidas, Natwest and Unilever. Digital experiences for Arsenal FC, AELTC and Eyestorm, advertising campaigns for Paramount Pictures, Sony and Cision, and developed creative strategies for Misk City, Imagem and Efficio.

International clients and projects has taken me throughout Europe, North America, and across the Middle East.

Clients include

Adidas, Arsenal FC, Ascot, Chelsea FC, Carling, Diriyah Gate, EMI, FIFA, Natwest, National Football Museum, Norway Olympic Committee, Misk City, Momentum Pictures, Paramount Pictures, Pathé, Qatar Museums Authority, Rolls Royce, Sony, South African Rugby, Transport for London, The Football League, Saudi Entertainment Ventures, Unilever, Volvo, Wembley Stadium, Wimbledon (AELTC), World Rugby.

Awards include

International design of the Year (Print), ITA Brand Identity of the Year, International Museum of the Year shortlist, Sandford Award (Education), European Museum of the Year

Career Summary

2022 - Present
Innesco, Creative Director

2018 - 2021
Pop Reads Publishing, Creative Director & Founder

2015 - 2017
Brand in Process, Founding Partner & Brand Consultant

2012 - 2013
Fridge Door, Creative Director & Founding Partner

2002 - 2021
1977 Design, Creative Director & Founding Partner

1999 - 2002
Uffindell, Designer

Skillset

- Executive Creative Direction, Agency Leadership, Strategic Thinking
- Brand Strategy, Design, Creative Strategy, Advertising, Digital, Experience (physical & digital)
- Building Relationships, Storytelling, Narratives, Engagement
- Team/Studio Leader, Mentor, Coach, Recruitment & Building Teams
- Board/C-Suite Relationships, Engagement, Education & Management
- Art Direction, Design Concepts, Pitches, Presentations
- Brand Development, Brand Positioning, Brand Awareness, Brand implementation
- Analysis of Market Research, Data Analysis, Metrics, Trends
- B2B & B2C Comms and Marketing
- Project Planning, Project Lead, Project Management
- Account Management, Business Development, New Business
- Budgeting, P&L, Negotiations

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Recent Professional Experience

Innesco, London, 2022 – Present Creative Director

Setting up the design function within the international PR & Marketing agency, building a studio and leading the creative team across all client accounts.

Build the complete design function of the business from scratch. Establishing studio structures and practices.

Rebrand and reposition the entire agency as an integrated, full service business.

Part of the Senior Leadership Team, involved in critical business decisions, organisation, team management and strategic direction.

Lead all creative development across all client account teams, being point of contact on all creative and studio matters.

Establishing a clear and compelling creative philosophy that aligns with the business's (and clients) marketing and PR objectives.

Recruit and build a creative team, fostering a collaborative and innovative environment.

Oversee client interactions, ensuring a deep understanding of the creative strategies to support their marketing and PR needs and maintaining strong relationships.

Support efforts to acquire new clients, pitch creative ideas, and contribute to the overall growth strategy.

Travel internationally to lead presentations and develop strong connections with client teams.

Develop, shape and implement brand, marketing, advertising and experience strategies for clients, ensuring a cohesive and integrated campaign across all activities.

Manage the studio's workflow, ensuring projects are executed efficiently, on time, and within budget.

Maintain high standards of creativity, guiding the team through challenging briefs, and staying abreast of industry trends to drive innovation.

Clients Include:

Ajdan Developments, American Dream, Argent, DGDA (Diriyah Gate), Eurofund, FIFA, Gatehouse Bank, Get Living, Hospital of St John & St Elizabeth, Misk City, Saudi Entertainment Ventures, Savills

www.innesco.co.uk

1977 Design, London, 2002 – 2022 Creative Director & Founding Partner

Established the agency, growing the business and team, servicing international clients and fostering a culture of open discussion and a trust in creative ideas.

Set creative philosophy, manage work flow, pitch to clients, and oversee business development and client relationships.

Full responsibility for day-to-day management, P&L, staff recruitment, team leadership, client acquisition, and business development.

Develop strong client relationships to transform one-off projects into repeat business.

Lead research, shape brand strategy, and create the right brand environment for clients and target audiences.

Direct creative work, guide the team through concept development, and oversee communication and multi-channel strategies.

Manage projects, studio workflow, and team members' time, balancing objectives, budgets, and timelines.

Lead multi-discipline teams, client-side teams, and third-party collaborations.

Define vision, ongoing strategies, and business development activities to establish a strong market presence and attract high-profile clients.

Recruit and develop a high-performing team, delivering robust results in cross-platform campaigns.

Foster university connections through work placements, degree modules, talks, and events.

Clients Include:

Adidas, Arsenal FC, Ascot, Benoy, Chelsea FC, Cision, Efficio, EMI, Hill & Knowlton, Manchester United FC, Momentum Pictures, National Football Museum, Natwest, Norwegian Olympics, Paramount Pictures, PWR Events, Qatar Museums Authority, RFU, Rolls Royce, Silverstone, SONY/ATV, South African Rugby, The Football League, Transport for London, Twickenham Stadium, Wembley Stadium, Wimbledon, World Rugby.

www.1977designedthis.com

Pop Reads Publishing, Hove, 2018 – 2021 Founder & Creative Director

Collaborated with Sony ATV (EMI), the largest music publisher, to create unique, illustrated children's picture books featuring officially licensed songs.

Conceived, launched, and led the start-up, led the business's day-to-day running, held operational leadership, identified business opportunities, and spearheaded strategic growth plans.

Conceived the original idea, developed the concept to pitch, presented to music brands, and negotiated IP licensing with international music labels for worldwide rights to lyrics and compositions.

Set up the company, including the development and implementation of all business planning, market research, branding, business development, the establishment of management team.

Ran a successful kickstarter campaign to fund initial launch, promote the products and raise awareness.

Provided hands-on design, illustration and development of each book.

Sourced, managed and negotiated production, importation and distribution.

Worked with musicians to record unique takes on classic music.

Devised and implemented social media plan to gain brand awareness and support the initial product launch.

Key Achievements

Establishing a new Children's book publisher

Understanding and running a successful Kickstarter campaign

Books stocked in Waterstones, Amazon and various local bookshops, negotiated a distribution deal in North America and Australia, with books stocked by Barnes & Nobel in New York and Los Angeles.

Established a new publishing business and shaped and developed the overall 'Pop Reads' brand.

www.popreadsbooks.com