

# HOWARD BEAUCHAMP

CD + ART DIRECTOR + DESIGNER



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RESUME

25



London.43@hotmail.com



772 . 333 . 0364



[www.howardcre8s.com](http://www.howardcre8s.com)

## Objective

**Creating work that talks to the heart and touches the soul.**

A Track record of creating award and 360° campaigns, with insightful creative solutions in traditional and non-traditional mediums, including social platforms. A creator of advertising campaigns and design solutions that make a difference. Creating work that talks to the heart and touches the soul for clients. A reputation for successful interaction with clients, adding engaging thinking to products and services. Recognized for strong breaking the ice leadership, motivating agency team members and inspiring others along the way.

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## Recent Client Assignments.

Eden Health Clubs / Mobile Activation Campaign + Icon Design  
Dow OOH Brand Campaign For NPE  
Vantage Mobility Logo Design  
Fischbeck Cattle Co 1840 / Logo Design  
The Breast Cancer Centre, NJ, Brand 360° campaign  
RTO / Returntooffice.com logo design and branding  
IMFA Logo design Indigenous Media Freedom Alliance  
Thor industries / Aero Presentation Design  
Nevoa Inc - Co-op Branding / Website Design.  
C3 Media Group Logo Design  
1010 Mission Logo Design / Brand Identity.

## Experience

**Present - Freelance for various clients.**

Initiates and develops strategic concepts, art direction and design, as well as help develop the creative brief to be as single minded as possible for the best outcome for the creative to stand out.

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## Agency Experience

### 2014- 2024 - Freelance for various Clients + Agencies

SMG, BBDO MN , The Blue Agency, Le Café Carla, Bayley- Hay Realtors, Nevoa Inc, 1010 Mission, Polish Branding, Indigenous Media Freedom Alliance  
DDB Health & Wellness, Elite Health And Wellness, Mira Franchise Inc, Luxury Yacht Group, Euro RSCG, Y&R, Nevoa Inc, OH & Partners, Jungle Communications,

### 2009 - 2014 - Freelance for various agencies

2005 - 2009 - Associate Creative Director Crispin Porter Bogusky

2003 - 2005 - Head of Art Euro RSCG

1999 - 2003 - Snr Art Director Publicis Toronto

1995 - 1998- Snr Art Director Bensimon Byrne Toronto

1992 - 1994 - Art Director / London UK TBWA UK

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## Accounts worked on.

Sun Life Financial, Volvo Cars, Mercedes Benz, Infiniti Automobiles,  
Lincoln Continental, Nissan, Vantage Mobility, Panasonic Security  
Cameras, Dell Computers, Toshiba Computers, Canadian Airlines,  
Weston Bakeries / Wonder Bread, Sheraton Hotels, Smirnoff Vodka,  
Labatts Breweries, Procter & Gamble, Nikon Cameras,  
Sony Digital Cameras, Presidents Choice Organics, Scotia Bank,  
Sun Life Financial, Aviva Insurance of Canada, Manon Chocolates,  
Kolter Homes / Urban, B2B Launch / Roya Wall covering &  
Manufacturing, RTO / Return To Office branding Design,  
The Danish Canadian Museum, Working.com, ABC Literacy, SCA/Tena,  
Taboo Resorts & Spa, The Bradford Restaurant, Kodak Eastman,  
Life Savers, O2 Spa Bar, Remi-America / Cointreau.

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## Client References.

I'm proud to share some of the client feedback from successful work building brands.

### What the client's said.

#### **Graham Moore / Assistant Chief Secretary for Organizational Development at The Salvation Army in Canada.**

This campaign was created with care and painstaking precision. Our desire to reflect the characters as invisible but not too ghost-like or washed out required a great deal of finesse and talent. We believe that this was achieved with excellence, and the reality of the campaign was even better than we could have imagined in our initial discussions when the vision was suggested by our advertising agency. We appreciated the desire of our ad agency to get it right and do whatever it takes to make it right. They involved us throughout the process to ensure that there were no surprises or disappointment with the end product. Overall, it was one of the best campaigns we have ever used.

#### **Assistant Chief Secretary for Organiz Sherry Powell Director of Marketing & Communications The Florida Orchestra**

"The creative direction from Howard on our 'Disconnect' TV spot was really driven by the need to put classical music in a new light. The message comes through loud and clear; a Florida Orchestra concert experience is a refreshing change from our hectic busy lives. It has captured peoples' attention... and imagination."

#### **Brian Kroening BBDO Minneapolis . SVP, ECD**

I would gladly refer Howard Beauchamp as Art Director/ Creative Director. Howard has great strategic skills combined with wicked craft. He can also present work brilliantly. My experiences with Howard have been both delightful and successful. He's a consummate pro who can both lead and create brilliant work.

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## EDUCATION

BA / Epsom University for the Creative Arts / UK.

## AWARDS

Gold Lion . Cannes Print . Panasonic print single .  
Gold One Show Pencil Print . Panasonic print Single .  
Communication Arts . Panasonic print Single .  
One show Finalist Print Salvation Army Campaign  
Gold International Print Campaign . Valderma  
Gold Art Directors . Labatt .5 - T.V. Campaign  
Gold Art Directors . Labatt .5 - T.V. single  
Gold Art Directors Print / Wonder Bread Campaign  
Gold Art Directors Print / Wonder Bread Single Communication Arts Print /  
Panasonic Security Cameras Awards:  
Graphis Poster “ Pick “  
Graphis Advertising “ Nuggets “ by Manon .  
Graphis Poster “ Volvo Advertising “  
New York Festivals Poster “ Volvo Advertising “  
New York Festivals Poster “ Lozenge “ Awards:  
London International Festivals Poster “ Volvo advertising” Awards:  
London International Festivals Poster “ Lozenge “  
Canadian Advertising Hall of Fame for Labatt . 5 Skier TV 30

## JUDGED SHOWS

PDN Awards . Canadian Marketing Awards . LIA . New York Festivals Clios .

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## INTERESTS

Life . My Son . Art . Interior Design . Working Out . Photography Type Design .  
Anything New That Creates An Emotion.

**COMPUTER SKILLS:** CS6 InDesign . Photoshop . Illustrator . After Effects . Wix, Slack, Google Slides