

NORA GURNEY

CREATIVE IDEAS + STRATEGY • ART DIRECTION • COPYWRITING

INTRO

I'm Derry-born and have now moved back home, having spent 12 years in London working as an Advertising Creative (Art Director and Copywriter), predominantly on Fashion, Beauty and Luxury brands. It was a fantastic chapter in my life but I'm now looking for what's next creatively for me. Interior Design has always been a huge passion of mine and that 'what if' road that I never ventured down but that I'm keen to pursue now. I'd really love an opportunity to work with and learn from someone like you.

This is quite left field I'm aware, but I wondered whether you'd be open to taking on someone like me as a sort of Interior Design Apprentice/Design Creative in a way that would work for you? I'd be happy to help with advertising/socials and with day-to-day administration work but I also have a lot of transferable skills that I could bring to interior design. I'm adobe suite proficient, well experienced in mood board creation, graphic design, pattern creation, I have set and prop design experience, I'm confident in selling and presenting to clients and I learn really quickly. You can find some of my advertising campaign work [here](#).

I'd love to have a chat about what you need. I'm really open to a unique job role and keen to take on whatever training is needed.

GET IN TOUCH

+44 7599870242 | noragurney@gmail.com

NORA GURNEY

CREATIVE IDEAS + STRATEGY • ART DIRECTION • COPYWRITING

ABOUT ME

An award-winning creative with 12 years experience in the industry.

I've been the brand guardian on some of the biggest global advertising accounts within P&G, Unilever and Coty. I've also then helped define and grow the brand identity of new-to-market businesses. I understand the importance of processes for each client and the benefits of flex.

I have a wealth of experience, working on both a freelance and permanent basis within the beauty, FMCG, Travel and Lifestyle sectors. From 360° global toolkits, to stand-alone deliverables, I've created TV Commercials, brand guidelines, social content, POS, email, SEO copy and everything in between. Big or small, I apply a bespoke approach to every project.

I feel at ease leading a team but I'm happy to get stuck in with what needs to get done. Whether copywriting or art directing projects, I work reactively when deadlines and budgets are tight. I aim to make culturally relevant, forward-thinking and visually fresh work that challenges 'the norm'.

EDUCATION

BA HONS ADVERTISING DESIGN (FIRST CLASS)
SALFORD UNIVERSITY. Sept 2006 - Jun 2009

A communications course with an emphasis on graphic design.

BA HONS FASHION DESIGN AND TECHNOLOGY
MAN MET UNIVERSITY. Sept 2005 - Jun 2006

A design, production and fashion marketing course (1 year of study).

FOUNDATION DIPLOMA: ART AND DESIGN
NWRC Sept 2003 - Jun 2004

Graphic design, photography, fine art, sculpture and fashion.

EXPERIENCE

FREELANCE CREATIVE

VARIOUS AD AGENCIES/ BRAND HOUSES Mar 2021 - Present

- Art Directed for Peloton across three new instructor films
- Pitched strategically-sound big ideas and campaignable activations for ZAK London
- Crafted social copy and press releases for Charlotte Tilbury
- Defined big ideas and crafted hero copy for Boots and No7 at True Story London
- Art Directed a shoot for a Bobbi Brown/Fashion Designer collaboration at Estée Lauder London
- Produced big ideas and wrote TV Commercial and Social video scripts for Cracker Barrel and Gillette at Brand Opus London

SENIOR CREATIVE (FTC)

VAYNERMEDIA LONDON

Aug 2020 - Mar 2021

- Led the content team on Natura &Co and Avon to create more than 350 social media assets in just eight months
- Developed multi-channel campaigns to balance the right messaging, tone, and visuals across all social channels
- Worked with a data-driven approach to test and continuously improve content types and streams on a weekly basis

FREELANCE SENIOR CREATIVE

THE OUTFIT LONDON

Nov 2019 - Mar 2020

- Led an innovative US wide campaign for Real Techniques across OTT, digital media, POS and social content
- Developed creative decks and initiatives Channel 4, Mindbox and Lexus, focusing on talent-led content

FREELANCE CREATIVE LEAD: HEALTH AND BEAUTY

FKC LONDON

Oct 2018 - Sept 2019

- Developed global brand positioning for the relaunch of haircare brand Pro:voke
- Crafted copy for brand BeeMidtown's launch campaign across website, email, digital media and social channels
- Wrote 360° campaign copy for Superdrug and Soft & Gentle
- Wrote and produced radio scripts and a TVC for Peel Outlets

FREELANCE CREATIVE LEAD: HAIR AND BEAUTY

NOMADS LONDON

Jun 2017 - Sept 2018

- Managed creative direction of four global campaigns for Wella, leading photoshoots in London, NYC and Stockholm
- Produced more than 300 assets within 15 months across lifestyle films, demos, TVC, web, social and How-To tutorials
- Developed social content strategies for the Wella master brand

AWARDS

CLIO IMAGE AWARDS 2015 | WINNER

THE OUTNET for 'Sergio The Shoe Hunter'
Digital/Social

BIMA AWARDS 2015 | 3 WINNERS

THE OUTNET for 'Sergio The Shoe Hunter'
Consumer Research, Content and Social

MSEA 2015 - HIGH COMMENDATION

THE OUTNET for 'Sergio The Shoe Hunter'
Marketing on a Shoestring

SKILLS

ADOBE SUITE

PHOTOSHOP ●●●●○
INDESIGN ●●●○○
ILLUSTRATOR ●●○○○
LIGHTROOM ●●○○○
PREMIERE PRO ●●○○○

SPECIALITIES

- BRAND STRATEGY
- BIG IDEAS & CONTENT CREATION
- BRAND IDENTITY & TONE OF VOICE
- SCRIPT WRITING & FILM EDITING
- MANAGING PHOTOSHOOTS
- CLIENT PRESENTATIONS

GET IN TOUCH

noragurney@gmail.com
+44 (0)75 998 70242

EXPERIENCE

FREELANCE CREATIVE

VARIOUS AGENCIES AND BRANDS

Jun 2015 - Jun 2017

- Developed a 360° campaign for Tresemmé at Lowe Profero London
- Created digital concepts for Surf and tone of voice guidelines for Unilever's 'All Things Hair' platform at Razorfish London
- Crafted tone of voice guidelines for Revlon, Saint Tropez and Being at Cult London
- Designed social media assets for Boots and Collection 2000 at Hangar Seven London
- Developed a B2B film for NSC Global, an outdoor campaign for Workspace and concepts for Thomas Cook Airlines and Condor at Amp London

FREELANCE CREATIVE

LEO BURNETT SYDNEY

Oct 2014 - Dec 2014

- Led the Art Direction for Woolworths (Australia's biggest supermarket) across TVC, print, outdoor, in-store and digital
- Pitched on the annual campaign for WWF Australia

MIDWEIGHT CREATIVE

LEO BURNETT/ATELIER LONDON

Nov 2011 - Sept 2014

- Worked across Leo Burnett brands McDonalds, Peace One Day and film 'Cocaine Unwrapped', conceptualising apps, artificial reality, microsites and digital take-overs
- Worked within Leo Burnett's sister agency Atelier on luxury/high-end 360° global campaigns and toolkits
- Led the creative on three pitch wins within 1 year for GHD Vitamin Water and The Outnet
- Picked up four awards for a London Fashion Week initiative with The Outnet
- Shot in Paris, LA and London to produce multiple TVCs, print, outdoor, how-to tutorials, social, digital and POS assets

FREELANCE CREATIVE

RAZORFISH LONDON

Jun 2011 - Oct 2011

- Created digital activation concepts for Dove and Surf across homepage takeovers, web, social content and experiential
- Collaborated with Unilever's ATL agency - Ogilvy to ensure holistic campaign messaging and visual identity

JUNIOR CREATIVE

WE ARE 20:20

Jan 2010 - Jun 2011

- Created concepts for apps, experiential pieces, immersive experiences and wearable tech for brands Ubisoft, Cadbury, and Protect Your Bubble
- Crafted the weekly agency blog Digital Digest - a best practice look into digital advertising