

Brett Howlett. Creative Director/Strategist.

Brett has won creative awards around the world, but is most proud of his campaign effectiveness awards for major clients like Sony, Vodafone and British Airways. His extensive experience in large and startup agencies has enabled Brett to bring a unique perspective to boardroom tables everywhere. In particular, the ability to bring together customer-centric data and strategy with big brand creativity, in order to achieve more dynamic ways of getting from brand to market. And from market to success.

Specialties:

- Brand Development
- Campaign strategy
- Workshop facilitation
- Creative Development & Production
- Writing & Presentations
- Team Leadership & Executive management

brettmarcushowlett@gmail.com
office

Brett Howlett. CD/ECD/Strategist.

Creative Director

Orange Identity Design

Bring Strategic Brand Creative to all Design efforts.
Work includes: Ideation Workshops, Creative Strategy, Creative development, and Content Production.

Santa Barbara, New York,
Sydney.
Feb 2016 - Present

Creative Director/Partner

Sydney, Australia
Oct 2013 - Dec 2015

Hatch Solutions

Work directly with executive level clients and founders to solve their most pressing problems.

Work includes: Ideation workshops, Creative Brand Strategy, Product development & Testing, Concept creation and execution.

Executive Creative Director

Sydney, Australia
Sep 2011 - May 2013

Ogilvy & Mather

Led teams across three disciplines: Ogilvy Advertising, Ogilvy Digital (DT) and Ogilvy One.

Work involved: management of large teams, best practice processes, new business lead, creative excellence lead, ideation creation and production.

Creative Partner

New York, NY
Feb 2009 - Aug 2011

archibald ingall stretton...

A Startup New York office of successful UK digital agency.

Work involved: New business pipeline & pitching, Creative leadership, Digital best practices, Creative development and execution.

Executive Creative Director

New York, NY
2004 - 2008

M&C Saatchi

Work involved: New business pitching and lead creation, creative best practices, process implementation, client creative lead, creative development & production, liason and co-ordination with international offices.

Group Creative Director

New York, NY
2000 - 2004

Bozell/Deutsch

Ran large teams for Verizon Wireless and Bank of America across Mainstream marketing, Design and Collateral.
Work involved: Key Creative liason with all lines of business, Creative development & Team Leadership, Production across all media, Brand Lead with all connected services/agencies.

Education

Bachelor of Arts

Melbourne, Australia
Feb 1990 - Nov 1993

Monash University

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