

Nick Moffat

Integrated Creative // CD // Writer

T: +44 7776 183 760 | W: themoffice.co.uk | LI: nickmoffat | E: nick@themoffice.co.uk

I'm a senior strategic creative who loves solving a chunky business problem. I believe in ideas that create empathy or laughter, and I want the numbers that prove they're effective. Thinking, making, inspiring and selling, I love it. I've been lucky enough to work across ATL, CRM, branding, digital, PR, B2B and most sectors.

Google // Dec 21 - present

Senior Creative // Writer // Brand Consultant

I'm currently lead writer on Google Cloud across EMEA, JAPAC and LATAM. My role is to help internal teams and agencies deliver the best work they can. From advising to creating, branding to translating; across campaigns, content, events, guidelines. Part client, part CD, part creative. All at 100mph.

Highlights:

- Launching high-profile Google Cloud data centres in Italy, Spain, France and Israel, working with local agencies to ensure multi-channel creative delivers global strategy with regional insight
- Overseeing global customer case studies, keeping content compelling, insightful and human
- Working across major global economies, including Singapore, India and Japan

The Moffice // Mar 20 - Dec 21

Creative Director // Brand Consultant // Writer

I was lucky in lockdown, with constant work across charity, tech, baking, automotive and even farming. I also became a brand consultant to smaller clients; helping crystallise their offerings and giving them the confidence to sell their products. I sharpened my UX and dev knowledge with a specialist digital agency too.

Highlights:

- Creating a national ATL and social campaign for Diabetes UK, highlighting the condition's emotional impact
- Delivering a multi-channel campaign for Motorpoint, showcasing their new lockdown offering
- Overseeing a national campaign for Blue Light Card, helping them gain 1 million new members

Cubo // Mar 17 - Mar 20

Creative Director

I inspired and mentored a department of 12 creatives and designers to continuously deliver outstanding work in a fast-moving, collaborative environment, at a boutique agency which punched well above its weight.

Highlights:

- Devising YHA's 'Adventure Effect', a social experiment released as an award-winning mini documentary
- Guiding Yeo Valley from pitch to multi-channel live work in just 6 weeks; helping them regain the No1 spot in yoghurt; naming and launching new products; launching their new CSR agenda
- Winning Royal Mail, one of 2018's biggest roster pitches, turning them into a pillar client and delivering hard-working campaigns selling everything from data to door drops

Freelance // Sep 16 - Mar 17

Creative Director

A brief stint in the wilds of freelancing included taking over Bristol city centre for Samsung B2B, and winning Cubo their first FS account with Selftrade.

Proximity London // Sep 06 - Sep 16

I rose up the ladder at one of the big players in customer engagement; managing teams, writers and designers.

Associate Creative Director // Sep 15 - Sep 16

Highlights:

- Leading global creative for demanding drinks giant Bacardi, delivering social content for a range of brands
- Rejuvenating Disney's tired CRM with magical storytelling and delicious design

Creative Partner // Jun 10 - Sep 15

Highlights:

- Bringing the agency into the social era, creating content and communities for Kenco, Oreo and Philadelphia
- Turning Capital One from the account no one wanted to work on into an award winner
- Overseeing Kenco's Bright Tones live streamed event, reaching 16% of UK Twitter users in one day
- Winning major pitches including: SSE energy; Mondelez EMEA for BBDO network; Lloyd's Bank

Creative Group Head // Sep 06 - Jun 10

Highlights:

- Playing a key role in RNLI 'Mystery Packages', a major award winner
- Raising over £13M in projected legacies for Great Ormond Street Hospital

Other roles

Freelance // May 05 - Sep 06: &Partnership, Lida, Tequila, DLKW, Elvis, Chemistry and others

India // Feb 05 - Apr 05: Beaches, temples, long train rides, bad guts

Evans Hunt Scott // Jun 97 - Jan 05: Group Head on Mini, Peugeot, The AA, C2C

Purchasepoint // Jan 96 - Jun 97: Junior copywriter

Outside work

I've played bass in Serbia's National Theatre, spent a year doing stand up, released a World Cup single, and have albums on Spotify. I love swimming, cooking as therapy, and run an Insta account about peanuts and crisps.

Awards

Over 60 winners and finalists, including: Cannes // DMA (including Grand Prix) // Campaign Big // The Drum // The Caples // LIA // IPA Effectiveness. I've also worked at Campaign Direct Agency of the Year twice.

Education

2(i) in English Language and Literature from Leeds University.

References available on request