

John Edwards

CREATIVE DIRECTOR

England

statement

A dynamic leader with 20 years experience in the creation, development, and management of a wide range of publishing solutions.

An outstanding ability to drive results across many different types of communication platforms from digital launch, multiple-language-edition printed magazines, to complex brochure production.

High strategic agility with a wealth of experience in fast-paced creative environments.

A passionate believer in excellence with a strong desire to achieve.

creative strategy

As a highly experienced Creative Director, I have led creative departments for many of the UK's most successful publishing agencies, producing innovative, creative editorial magazines, brochures, and interactive media for a wide range of international and UK blue-chip companies.

With proven experience in driving reader engagement across print and digital platforms, extensive experience in brand marketing strategy, customer retention and acquisition strategy and new business development.

My extensive career has covered many sectors, including travel, leisure, lifestyle, automotive, business, finance, and B2B. I believe that my ability to motivate creative teams, as well as assessing and modifying creative strategy, couples well with my production knowledge. This has been the key in my publications' achieving financial success, improved customer loyalty, and industry accolades.

Whether relaunching, restructuring, or pitching a new business concept, I believe that the key is the story. My passion to create and design innovative and entertaining stories that engaged readers emotionally—is what defines my creative approach.

specialties

Typography, art direction, creative strategy, print production, and new business development

design statement

I am an enthusiastic, highly experienced, and versatile design creative with over 20 years' experience in the creation, development, and management of magazines, catalogues, brochures, and books. My proven track record addresses a wide range of skills, including: producing quality layouts; managing tight deadlines and a range of budgets; and working within existing styles or generating original concepts—through to final proof and press pass. I am comfortable working across editorial and commercial projects, and have gained extensive experience in Art Directing photoshoots, whether automotive, food, people, product, or still life.

production experience

Overseeing annual budgets of £2.2m.
Coordinating tendering process.
Scheduling and monitoring creative workflows.
Negotiating terms and prices on print, paper, reprographics, mailing, and fulfillment.
Press passing.

history

Creative Director. Evergreen Media. 2014-Present
Freelance Creative Consultant to various content agencies
2011-2014
Creative Services Director, Mediamark Ltd. 2003-2010
Freelance Creative Director, John Brown Publishing 2002-2003
Freelance Art Director, Highbury House 2001-2002
Art Director, John Brown Publishing 2001-2002
Art Director, Citrus Publishing 1999-2001
Art Director, Summerhouse Publishing 1995-1999

client list

Admiral Insurance, Alliance Trust, Allianz Insurance,
Angle&Nightingale Press, Aprilla, Baillie Gifford, Blythswood,
BMI, Borders, Ford, GEC Alstom, Institute of Optimum
Nutrition, Land Rover, Morrisons, Orange, P&O Cruises,
Princess Cruises, Saab, Scottish Widows, South African Wines
Online, Vauxhall and Waitrose.

details

Mac OS, Adobe Creative Suite, DPS, Acrobat Professional,
Microsoft Office and InDesign
BA Hon Graphic Design – Publishing, Norwich School of Art
and Design.
Finalist at the APA Designer Of The Year 1998.
Associate Judge of the APA Awards 2004.
