

OLIVER NOWLAN

I'm a hybrid creative who's worked across the creative industry in advertising, design, e-commerce and branded entertainment for the last decade, helped launch several businesses for clients in different roles, and set up and ran three small businesses of my own.

Conceptually minded with a solid grounding in design, I'm constantly thinking about the bigger picture, how a story can stretch across multiple touch points to engage an audience and become ingrained in culture.

Working either independently or as part of a team, managing multiple briefs concurrently, I've taken projects through the whole creative process, confident in my ability to deliver whatever the situation. I love to get the details right as well as the big picture. Solving problems, developing stories, making, creating and producing work that I want to see in the world. And I will take on any challenge.

WORK

RIDLEY SCOTT CREATIVE GROUP | APRIL 2022 - PRESENT

CREATIVE DIRECTOR

At Ridley Scott Creative Group I was brought in to help build the creative offering of the company from a branded entertainment perspective. Working closely with the Global ECD on building client relationships, leveraging opportunities for brand collaborations with projects from different departments in the company and developing creative work that put storytelling at its heart.

RANKIN GROUP | OCTOBER 2017 - DECEMBER 2021

CREATIVE DIRECTOR

At Rankin I've worked across a variety of projects in a creative pair before going solo, becoming Creative Director on the agencies main client Mercedes-AMG, which I helped win in a competitive pitch. Concepting and developing ideas to fit client briefs, managing the client relationship and making sure the creative stays true to what the client bought into and that it visually works, from ideation, through production, to final execution.

COMMUNICATOR | OCTOBER 2016 - OCTOBER 2017

ART DIRECTOR

At Comunicator I worked across all brands in a creative pair, concepting and producing work from ideation for yearly brand plans, always-on social, to art directing shoots. I was responsible for the management of the design team, ensuring work was always to the highest standard.

LEO BURNETT LONDON | JANUARY 2016 - OCTOBER 2016

DESIGNER

Creating social content and website design updates for their largest account, McDonalds. Working in the role of food stylist and home economist for the global Lurpak account and was a member of the team accountable for the successful Co-Op and Betson pitches.

HOLLER | JANUARY 2015 - JANUARY 2016

DESIGNER/ART DIRECTOR

Working with a range of clients across multiple social platforms, through the whole creative process. I was appointed lead creative for two accounts held for Arla, working from initial brainstorm and ideation, to art direction and leading the design stage. I also helped set up an in-house studio working on shoots for Boursin, Arla Protein, Arla Skyr and Lurpak.

CONTACT

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EDUCATION

Camberwell College of Arts

2008 BA(Hons) Graphic Design (2:1)

2005 Foundation Diploma in
Art & Design (Pass)

CLIENTS

Le Shuttle, PODS, Avon, Samsung,
Diageo, PepsiCo, Mercedes-AMG, Disney

CLIENTS

Mercedes-AMG, Unilever, SODA.Says, PHE,
Rolls Royce, Coco de Mer, Qooder, Flik Flak,
7 For All Mankind, British Red Cross

CLIENTS

Jack Daniel's, Chambord, Moet & Chandon,
Crofts, Mr Gladstones, El Jimador

CLIENTS

McDonalds, On Food, Molson Coors, Lurpak

CLIENTS

Lurpak, Arla Protein, Arla Skyr, Boursin,
Max Factor, Avios

RICHARD P CHAPMAN | SEPTEMBER 2008 - JANUARY 2015

SENIOR DESIGNER

Working across multiple projects from start-ups, SME's to high street retailers, public think tanks and corporates. I also worked on successful pitches for Oddbins, Evolution Stores and Scandi Standard.

CONNAUGHT | AUGUST 2010 - AUGUST 2014

SENIOR DESIGNER

At Connaught I was the lead designer, working on a range of different projects across all disciplines.

CLIENTS

Oddbins, Policy Connect,
No.1 Traveller Lounges, Evolution Stores

CLIENTS

Nubo, Colliers, Green Property

MY START-UPS

UK BALLS | DECEMBER 2013 - JANUARY 2015

I set up UKBalls at the end of 2013 as a side project leading up to the World Cup in 2014. In the summer of 2014 we produced branded footballs for Jimmy Choo, shipping to 38 stores world-wide, displayed in-store throughout the World Cup.

8CUB | SEPTEMBER 2010 - DECEMBER 2013

8CUB is a lifestyle brand I set up. It started with a range of limited edition t-shirts and original screen prints exhibited at Red Bull Studios in London before becoming a fully fledged boutique fashion brand, launching with a slot at Edinburgh Charity Fashion Show. I spent a fashion season working on promotion and brand development as well as art directing shoots, website design, developing the products and running social ad campaigns.

JAG MMA | JUNE 2012 - AUGUST 2014

JAGmma was a specialist mixed martial arts equipment company I set up, providing premium fight equipment for consumers, clubs and professional athletes. By building relationships with manufacturerers, I was able to produce bespoke, branded equipment for clubs and professionals, selling B2B and B2C. I built and developed the brand myself, sponsoring professional fighters, local boxing events and running ad campaigns across social media.

A BIT ABOUT ME

I love to cook and cook almost everything from scratch. I set up a supper club with a couple of friends, taking over a pie shop in Clapham and cooking a 5 course meal for 40 people. I'm a keen traveller and whenever I can I'll get down to a beach for a spot of surfing, though that is a far harder proposition now I have two young children. I'm an active person, cycling most days, love cinema and have a very snooty whippet named Beryl, who comes with me everywhere.

SKILLS

- Adobe Creative Suite & Sketch
- Food Photography
- Food Styling
- Type