

MARTIJN SIMOONS

A creative marketing communication professional with 15 years of extensive agency experience. Successfully created, developed and executed many advertising campaigns based on brand strategy, consumer insights and market analysis. A creative and strategic thinker, highly skilled in presenting on senior management level and with strong diplomatic awareness. A team player with eye for the big picture and detail. Strong believer in creating dialogue with consumers.

KEY ACHIEVEMENTS

- Translated marketing strategy into effective creative communication campaigns in order to achieve long-term and short-term goals set by clients
- Defined the Swiss standards for Digital Signage communication
- Built international platforms in order to open discussions and information sharing between 11 countries worldwide
- Two times winner of the Panorama Award
- Short Listed for the Dutch ADC Awards

SKILLS

- Expert in building brands through creative marketing communication solutions
- Manage and coach a multi-disciplined creative department
- Develop and execute creative communication materials within the context of a global network, communication guidelines and strategy (including Digital, ATL, BTL and Retail)
- Dynamic go-getter personality combined with excellent communication skills
- Ease of virtual reporting to different countries, regions, divisions and teams
- Company/Brand/Client focused solutions developer
- Work on multiple projects simultaneously, under constant pressure of deadlines
- Out-of-the-box thinker
- International experience
- Speak 4 languages: English, Dutch, French and German

EMPLOYMENT

Nov. 2011 - present

The Blueprint, Chichester UK

Creative Director

The Blueprint design company is a multi-disciplined communication consultancy that specialises in information design, brand strategy, corporate communication, corporate identity, internet, extranet and intranet sites for national clients and multinationals.

Reporting to the Managing Director with 2 direct reports and a team of 7, my role entails to ensure the highest quality of all work produced and communicate daily with clients. I also present creative and design proposals, I translate client information in effective briefings for the teams and I redesign the internal company structure for a more effective and streamlined work environment which results in cost and time saving solutions.

Furthermore, I am very much hands on, when it comes to creative and more complex projects that need my international and extensive experience.

Jan. 2010 – Nov.2011

(Free-lance)

Creative Communication Consultant

As an expert in creative communication solutions, I consult different clients in the development of their communication material. My function is, as independent outside agency, to advise clients in the marketing strategy and in the propositions and execution of TTL marketing communication material proposed and developed by their advertising agencies. As a result, my clients have increased their presence in Digital and Social Media, internal communication, and visibility of their Brand.

March 2009 - Jan. 2010

CREATIVES SA, Vevey Switzerland

Creative Director

West-Swiss specialist in interactive web-development, event marketing, i-phone application development, (re)branding and classic media.

Responsibilities:

As part of the executive team, I was in charge of writing the company philosophy and strategy and clearly redefine long-term goals.

Delivered marketing communication solutions to all the clients and the 6 Velti-Group partners.

Generated and developed new business opportunities together with the Account Directors and Managers.

Analysed market research and consumer insights and deliver solutions.

Managed the creative and production department and outside agencies.

Reported directly to the CEO and Managing Partners on a weekly basis.

Wrote planning and cost estimates for creative and production.

April 2008 - March 2009

NEO ADVERTISING, Geneva Switzerland (Global Headquarters)

International Creative Director

Global Digital Signage (DOOH) leader with agencies in over 12 countries worldwide.

Advised, re-organized and coached the international creative departments in 11 countries.

Responsibilities:

Managed the Swiss creative team (3D-designers; Digital Designers; Film crew; Creative team; Web Designers; Graphic Designers) and the productions on all media.

Supervised the development, execution and implementation of the new corporate identity in 12 countries worldwide.

Generated new business opportunities together with the Sales Department.

Analysed market research and consumer insights and deliver solutions.

Wrote planning and cost estimates for creative and production.

Reported directly to the CEO on a monthly basis.

Feb. 2002 - March 2008

MCCANN-ERICKSON, Geneva Switzerland

Senior Creative / Senior Art Director

Responsibilities:

Efficiently developed creative communication concepts for a large range of brands on the Swiss market, based on strategy, market analysis and consumer insights.

Responsible for the execution and quality of all Classic and Digital communication materials (television commercials; print ads; outdoor; POS-material; brochures; corporate identities; banners; internet sites; email campaigns;...)

Analysed market research, strategy and consumer insights.

Presented communication campaigns and solutions directly to client's senior management.

Coached Junior Art Directors, Junior Advertising Creatives and Graphic Designers.

Worked closely together with the client service department and production department.

2000 - 2001

LA MARQUE, Amsterdam The Netherlands

Creative / Art Director

Responsibilities:

Hired to develop creative communication concepts for a large range of brands on the Dutch market based on strategy, market analysis and consumer insights.

Supervised the execution and quality of all communication materials (print ads; internet sites; POS-material; brochures; corporate identities; outdoor; ...)

Analysed market research, strategy and consumer insights.

Presented communication campaigns and solutions directly to clients.

Reported to the CD and CEO on a monthly basis.

Worked closely together with the client service department and production department on a daily basis.

1998 - 2000 PUBLICIS / KHY, Amsterdam the Netherlands

Advertising Creative / Art Director / Copy-Writer

1997 - 1998 AMSTERDAM ADVERTISING, Amsterdam the Netherlands

Advertising Creative / Art Director

1996 GARBERGS, Amsterdam the Netherlands

Advertising Creative / Art Director

1996 TBWA/CAMPAIGN COMPANY, Amsterdam the Netherlands

Advertising Creative / Art Director

1995 - 1996 HVR, the Hague the Netherlands

Junior Advertising Creative / Junior Art Director

EDUCATION

2009 - 2011

Digital Marketing / Social Media / Internet Marketing courses with the goal to obtain a Masters Degree in Internet Marketing and become CIM certified in the UK.

1992 - 1995

Private Academy for Marketing, Art Direction & Design Amsterdam, the Netherlands

- Degree in Marketing
- Degree in Creative Marketing Communication
- Degree in Art Direction

LANGUAGES

- English • Dutch • French • German

PERSONAL DETAILS

26A, Turnberry Drive, CV116TT Nuneaton, England

M + 44 (0)7 78 95 25 934 • H +44 (0)24 77 04 28 08

msimoons@hotmail.com

<http://martijsimoons.webstarts.com>

CLIENT LIST:

THE BLUEPRINT:

- PHILIPS RESPIRONICS INT.
- PHILIPS RESPIRONICS UK
- PHILIPS RESPIRONICS USA
- BROKER DIRECT
- ABBOTT INTERNATIONAL
- VAPOTHERM
- BUNN LEISURE
- SYNAIRGEN
- NOVARTIS
- LOVE YOUR HOSPITAL
- COCHLEAR

CREATIVES:

- CANAL SAT
- CANAL+
- SEBASTIEN BUEMI
- SWISSCOM
- LAURASTAR
- BCV
- MARLBORO CLASSICS
- NESTLE WATERS
- LOTERIE ROMANDE
- ST PELLEGRINO
- PHILIP MORRIS

NEO ADVERTISING:

- GENEVA AIRPORT
- CITROEN
- MANOR
- THETIMETV
- BCV
- MERCK-SERONO
- NOVARTIS
- MEDIAWORLD EUROPE
- AMAVITA
- SHOPPING CENTRES
- GENEVA PALEXPO
- MCDONALD'S
- JTI

MCCANN ERICKSON:

- GM OPEL SWITZERLAND
- LUFTHANSA
- MASTERCARD
- MICROSOFT
- L'OREAL
- CARTE D'OR
- PME MAGAZIN
- BOXER BEER
- GENERALI
- GLAXO, SMITH & KLINE
- INOBAT
- NESTLE
- LLOYDS TSB
- WASH
- ROMANDE ENERGIE
- LUNGENLIGA
- REPORTERS SANS FRONTIERS
- MCCANN-ERICKSON
- WATTWORLD
- SALON D'AUTOMOBILE GENEVE
- VILLEMONT
- VINS DE GENEVE
- VINS SUISSE
- MATTEL

LA MARQUE:

- DAEWOO BENELUX
- VG&L EURO EXPRESS
- SUN MICROSYSTEMS
- BUDGET RENTACAR
- DOUWE EGBERTS
- OLYMPIA UITZENDBUREAU

PUBLICIS KHY:

- RENAULT NEDERLAND
- BRITISH AIRWAYS
- ABN AMRO BANK
- F.C. AJAX AMSTERDAM
- HEWLETT PACKARD
- FANTA

- COCA-COLA
- CLUB MED
- SUITSUPPLY
- BRITISH AMERICAN TOBACCO

AMSTERDAM ADVERTISING:

- PANORAMA MAGAZIN
- HUIS&TUIN MAGAZIN
- AMSTERDAM ADVERTISING
- VEILIG VERKEER NEDERLAND
- MINISTERIE VAN V&W

TBWA/CAMPAIGN COMPAGNY:

- NISSAN EUROPE
- TBWA/DESIGN COMPANY

GARBERGS:

- PEPE JEANS
- EASY JET

HVR:

- KLEENEX
- NISSAN NETHERLANDS
- GULF AIR

INTERNET SITES:

<http://www.buemi.ch/index.html>

<http://lesvinsdegeneve.ch/>

<http://bookingdoooh.com/>

<http://www.marlboroclassics.valentinofashiongroup.com/index.html>

<http://opel.ch/>

<http://thetimetv.com/>

<http://bunnleisure.com/>

<http://hickstead.co.uk/>

<http://synaigen.com/> (under construction)