



Pat Langton

I have been a Creative for 11 years now, I'd like to say it's a job but it's more of a passion. Ideas are what wake me up in the morning and the most important thing I've learnt in this industry is gaining the clients trust is the best way to create something great.

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Melbourne, Australia



EXPERIENCE

Senior Creative

McCann Humancare

2015 – Present

London, UK

- Worked across big international and local brands including Superdrug, GSK, Nestle & NHS
- Managing junior teams
- Won a Silver Cannes Lion and a Finalist
- Won numerous pitches

Freelance Creative Director

Bullfrog Digital

2 months 2015

London, UK

- Brands; Reiss, Orlebar Brown
- Overseeing creative development

Creative Director

Magnum Opus Partners

2009 – 2015

Melbourne, Australia

- Working across all brands including Victorian Government, Metricon Homes, Ford FPV
- Managing freelancers and workload
- Managing client relationships

Senior Art Director

McCann Worldwide

2006 – 2009

Melbourne, Australia

- Working across major international and Australian brands including GM Holden, Tennis Australia, VLine, Mobil Oil, L'Oreal and Maybelline
- Overseeing junior creative teams
- Worked as the Creative Directors Art Director

Art Director

Ogilvy and Mather

2005 – 2006

Melbourne, Australia

- Working across major International brands including Crown Casino, Beaufort, BP, Myer

EDUCATION

RMIT University

Bachelor of Arts, Advertising

LIFE PHILOSOPHY

'Successful people are not gifted; they just work hard, then succeed on purpose.'

ACHIEVEMENTS/AWARDS



Silver Cannes Lion winner

Integrated Digital Campaign



Finalist Cannes Lion

Original music



2 x Silver Clio winner

Copywriting & music



Bronze Clio winner

Integrated Campaign



2 x Bronze IPA Award

Integrated Digital Campaign
Digital & Interactive



Bronze IPA Award

Out of Home Campaign



2 x Global Awards

Best Use of Media (Digital),
Original Music & Nutritional Management



Finalist The Drum COOH Awards

Out of Home Campaign



MADC Awards

Student Finalist



Designed t-shirts for Snoop Dogg

STRENGTHS



Advanced in Adobe Illustrator, photoshop, Indesign & Premier



Management

REFERENCES

Mike Allen – Managing Director/Owner of Magnum Opus Partners

E: mike@magnumopus.com.au P: +61 488 428 429

Vince McSweeney – Group Executive Creative Director McCann Birmingham, Bristol & Luton

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