



JONATHAN HORNER

CD / WRITER

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A Creative Director / writer with over 12 years' creative experience across four continents.

From overseeing global pitchwork to hand holding with digital start-ups, I have extensive experience in most sectors and industries.

One of the career highlights was when my own start up business, HöoperNagel, picked up Cannes Lions and several short-listings making the unknown shop the fifth highest ranked creative shop in Australasia that year.

The thing that interests me the most is writing. I write for my two blogs, instantprofanity.com and obscurefilm.com as well as various other publications.

EDUCATION

2003 / Media Design School, Auckland. Diploma in Advertising. Top Copywriter. 2nd best team.

1998-2002 / Victoria University, Wellington. Bachelor of Arts (English Literature & Industrial Relations).
Bachelor of Commerce (Management & Public Policy).

AWARDS

Cannes Lion (Bronze x2) / Cannes Lion Finalists (x3) / One Show Merits / AWARD / Epica / Lynx / DMA / Lurzer's Archive (x6)

OUTSIDE OF ADVERTISING

I try and squeeze in freelance writing here and there for a variety of newspapers. I am currently on the first draft of a book (don't ask, it's going slowly) and also have a short documentary in the pipeline as well. When not writing I like to travel to far flung places. My favourite discovery to date is an island off the coast of Kenya called Lamu.

WORK HISTORY

TBWA\Chiat\Day, NEW YORK 2016 - PRESENT

Creative Director - Writer
Clients: Accenture.

Global comms for Accenture across its 5 divisions. Longform content creation, ATL advertising campaigns, and responsive social media via AccentureNow.

CHI The&Partnership, NEW YORK 2015 - 2016

Creative Director

Clients: Dow Jones - The Wall Street Journal, Literacy Partners, Samsung.

Working primarily on global integrated campaigns for the Wall Street Journal.

Freelancing, LONDON 2011 - 2015

Ogilvy / British Airways, British Gas, BT, Philips, UPS

Grey / Pantene

Blue Hive (Ogilvy) / Ford

SapientNitro / Samsung, Sky TV

Isobel / Diageo

FCB / Post Office, NHS, Nivea, Teaching Agency

In London I worked on a diverse range of clients and situations, from integrated solutions for Nivea, to successfully pitching on big brand clients like Diageo, and working on international campaigns like UPS.

Leo Burnett, MIDDLE EAST 2010-2011

Senior Creative

Clients: Saudi Telecom, Bridgestone, American Express, McDonald's, Invision Digital TV.

Managing teams, overseeing integrated campaign work, and making a creative difference by raising the creative bar. Understanding an international perspective on comms work was invaluable.

Ogilvy, WELLINGTON 2009

Senior Creative - Copywriter

Clients: Open Polytechnic, Energy Commission, National Bank, Daffodil Day (Cancer awareness), Public Trust.

Developing government campaigns while understanding the sector's nuances. Tasked with reinventing the brand story and subsequent campaigns for both Public Trust and Open Polytechnic.

HöoperNagel, AUCKLAND & SYDNEY 2007 - 2009

Owner / Creative

Clients: Olympus, Amnesty International, Women's Refuge, Mountain Dew, Personalised Plates, NZ Aids Foundation.

Co-founding an ad agency is both daunting and exhilarating. We opened our doors in 2007 and punched above our weight with the awards we won. Cannes lions on work for Olympus, and a buy out offer from the Saatchis network.

Y&R, AUCKLAND 2004 - 2006

Creative – Junior / Intermediate Art Director

Clients: Burger King, Arnott's biscuits, Red Cross, Telecom, Tower Insurance, Min. of Health, Massey University, Fairfax Magazines, Noel Leeming, Bank of New Zealand.

Working across most industries while learning from others. The high point was managing to personally attract Red Cross as a client.

Saatchi & Saatchi, WELLINGTON 2003 - 2004

Creative – Intern / Junior Copywriter

Clients: Army, NZ Post, Toyota, Whittakers' Chocolates.

The office was listed #8 on the Gunn Report when I was there, an inspiring agency run by amazing people.