



## JONATHAN HORNER

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### OVERVIEW

A Creative Director with over 14 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. Overseeing teams, selling in work, and being hands-on to lift the creative output at every stage. 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.

### 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 (x4) / One Show Merits / AWARD /  
Epica / Lynx / DMA / Lurzer's Archive (x6)

### WORK HISTORY

#### CREATIVE DIRECTOR

TBWA\Chiat\Day, NEW YORK 2016 - JAN 2018

Clients: Accenture, TD Bank, Thomson Reuters.

Responsibilities Included: Global realignment and development of the Accenture brand. Content creation, ATL campaign work, and responsive social media advertising for TD Bank.

#### CREATIVE DIRECTOR

CHI / The&Partnership, NEW YORK 2015 - 2016

Creative Director

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

Responsibilities Included: Repositioning the Wall Street Journal brand, concepting and content creation for all sections in WSJ, global project work for Samsung, developing a brand presence via content for charities such as Literacy Partners, and being a client facing Creative Director every step of the way.

## FREELANCE CREATIVE

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

LONDON 2011 - 2015

Responsibilities Included: Conceptual content creation for a broad range of clients across most industries. From CD-ship on international pitches to hand holding with digital start-ups.

## ASSOCIATE CREATIVE DIRECTOR

Leo Burnett, MIDDLE EAST 2010-2011

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

Responsibilities Included: Managing teams, overseeing integrated campaigns, and making a creative difference. Understanding and interpreting cultural nuances was a valuable skill learnt.

## SENIOR CREATIVE

Ogilvy, WELLINGTON 2009

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

Responsibilities Included: Developing government campaigns while understanding the sector's nuances. Tasked with reinventing the brand story and campaign work for Public Trust and Open Polytechnic.

## CREATIVE DIRECTOR & CO-FOUNDER

HöoperNagel, AUCKLAND & SYDNEY 2007 - 2009

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

Responsibilities Included: 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 a major multinational agency.

## CREATIVE

Y&R, AUCKLAND 2004 - 2006

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

Responsibilities Included: Concepting and delivering under tight timelines and limited budgets. Knowledge and expertise acquired in a range of industries from banking to retail. The high point was personally attracting Red Cross as a client of record for Y&R.

## ASSOCIATE CREATIVE

Saatchi & Saatchi, WELLINGTON 2003 - 2004

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

Responsibilities Included: Listening, learning, and developing. Responsible for nothing but asked about everything. Saatchi & Saatchi Wellington was Gunn Report listed in the global top ten list, 2003. An inspiring agency that believed in their people.