
Tony Snow

Creative Director & Art Director

Leader.
Inventor.
Idea Engine.
Mentor.
Writer.
Teacher.
Teamster.
Organiser.

Not my words by the way, but those of someone I worked very closely with recently. He forgot passionate but I'll forgive him for that!

I've been creating ideas for some of the biggest brands at some of the biggest agencies for 30 years. That makes me very experienced, not past it.

I've been Creative Director, Creative Lead and Brand Guardian on many of them.

I'm a people's person and love mentoring, teaching and coaching those around me. Being a qualified Corp & Exec Coach, NLP Practitioner and Life Coach has helped me be a much better leader.

creative direction • art direction • strategy • ideation • leadership • client relationships • digital marketing • presenting • b2b • b2c • social media • all things online • tv • direct mail • online films • press • posters • shopper marketing • healthcare • technology • fmcg • charity • automotive • alcohol • financial • retail • entertainment • travel • experiential • coaching • mentoring • having fun

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Various agencies March 2022 – Present

Position: Creative Director/Art Director

Agencies: Table 19, Hunter Design, direct to client (iManage)

Brands: Sky Sports, Churchill Retirement Living, iManage

Oliver August 2021 – Feb 2022

Position: Creative Director on Diageo for Northern Europe – Contracted

Managing a department of about 15 creatives, including art directors, copywriters, designers and motion designers across Europe. Countries include UK, Germany, Netherlands and France. Not forgetting South Africa. Working very closely with the Head of Client Services and Head of Strategy to improve not only creativity but system and processes too. And just importantly, building close relationships with clients across all of the brands.

Brands: Baileys, Johnnie Walker, Johnnie Blonde, Captain Morgan, Smirnoff, Tanqueray, Seedlip, Gordon's, Belsazar, Talisker and Singleton.

Media: ALL things social, including FB, Pinterest and Instagram. Everything from videos and statics to carousels and banners.

Sector: Alcohol

"I had the pleasure working with Tony on various advertising projects. He is one of the most dedicated professionals I've worked with and is willing to achieve the best outcome for brands. He is hard-working, focused and encouraging. He, as a Creative Director, will go the extra mile to push the creative boundaries. I've learned a lot from Tony."

France Jie Lin – Account manager/Project manager – Oliver

Various agencies July 2020 – August 2021

Position: Creative Director/Art Director

Agencies: Direct to client (Stone Bridge pizza/Motorpoint), SourceCode Communications NY, Metia, Havas Helia, Hunter Design, Ogilvy & Mather, Oliver.

Brands: Stone Bridge pizza (US), Motorpoint, pitch for Qualtrics (US), Microsoft, Dell, Honor (Huawei), i-Manage, Churchill Retirement Village, Inmarsat, Berkeley Homes, Dell Technologies (US), Cisco and Barclaycard.

Media: TV, Press, posters, social, film, experiential, radio, ambient and direct mail.

Sectors: Automotive, Technology, Financial, Entertainment, Real Estate, Service Restaurants, B2B & B2C.

"One of the finest creative minds I've ever had the pleasure to work with, Tony is a top guy. Not just full of enthusiasm and charm, but also brilliant, insightful and imaginative thinking that leads to great creative ideas. He inspires everyone around him and his passion is there for all to see, especially when talking to clients. The advertising business would be a dull place without characters like Snowy!"

Paul Faulds – Creative Director McCann

Metia August 2019 – June 2020

Position: Creative Director – Contracted

I Joined this B2B Global Digital Marketing Agency as Creative Director to help improve creativity. I not only did this but got the client services and creative departments working better together. I was also on the Senior Leadership Team contributing to the running of the agency.

Brands: Dell Technologies, Microsoft, Amazon Web Services, Finastra, Attraqt, Intel, Verizon and Workday.

Media: Videos, social (LinkedIn, FB and Twitter), emails, presentations, Branding/logos, Sales Tools, PP, banners and websites.

“Tony has an incredible ability to direct and interrogate a creative brief in order to get the best results possible. During his time at Metia he has supported the creative team immensely and helped push the boundaries of the agency's creative output into new directions. He's a pleasure to work with, dedicated to doing a good job, and definitely not afraid to work until the best possible result is achieved.”

Matt Robinson – Content Director at Metia

Various agencies June 2015 – July 2020

Position: Freelance Creative Director/Art Director

Agencies: Spark 44, Keko, Proximity, Lida, MRM McCann, McCann Health, Oliver, Geometry@JWT, Ogilvy & Mather, ForeverBeta, Blue Latitude Health, Agency Space, Arc Worldwide and We are Alexander.

Brands: Jaguar, Land Rover, O2, Royal Mail, Ikea, John Lewis, Cisco, P&O Ferries, Vauxhall, Barclaycard, Guinness, Heineken, Stella Artois, GSK, British Airways, VW, Virgin, TSB, Economist, Bentley and Starbucks.

Media: Press, posters, social (LinkedIn, FB and Twitter), film, emails, banners, in-store and direct mail.

Sectors: Shopper Marketing, Experiential, Financial, Automotive, Alcohol, Retail, Technology, Entertainment, Healthcare, Travel, B2B, B2C.

“Tony is a pro. His combination of true creativity, attention to detail and client facing charm made my job very easy.”

Andy Davis – Creative Director at Ogilvy & Mather

The Communications Agency Nov 2012 – April 2015

Position: Creative Director/Art Director

I was Creative Director on Vue Cinemas, Thorntons and Bobby Moore Cancer Fund.

Brands: Thorntons, Vue Cinemas, Bobby Moore Cancer Fund, Nat West/RBS, London School of Economics, American Express, Balvenie, Hendricks Gin and Argos,

Media: Press, posters, social, film, experiential, radio, PR, ambient and direct mail.

Sectors: Financial, Charity, Entertainment, Alcohol, B2B & B2C.

“I count myself incredibly lucky to have worked with the Indomitable Snowman while at TCA. Tony is an ideas man par excellence and a brilliant art director. Energetic, passionate and totally focussed on creating really interesting and relevant work. The drive of the man knows no bounds. This said, he's also a brilliant mentor with students, and his enthusiasm is infectious”

Alex Pear – Senior Writer at The Communications Agency

The Marketing Store Feb 2012 – Nov 2012

Position: Head of Art/Group Head

Brands: McDonalds, Clover, Fibre 1, Cheerios, Robinsons Squash, Sol, Country Life, Cheesestrings, Yellow Tail Wine and BP.

Media: Press, posters, social, ambient, in-store, direct mail.

Sector: FMCG, B2C.

“Tony is one of those rare creatives who brings both experience and passion to every job he works on. Which is why I hired him to help me drive TMS's integration forward. His ideas are always imaginative and he won't rest until the executions have been crafted to his exacting standards. More than that though, Tony really cares about not just the work, but the agency he's at. He proactively looks to mentor and develop junior talent, as well as constantly striving to find new ways to make his agency a more creative and inspiring place to work”

Graham Wall – CEO Redwood

My career from 1988 – 2012

Various agencies – 2010–2012

Publicis – 2007–2010

Various agencies – 2005–2007

Saatchi & Saatchi – 2002–2005

Rapier – 2000–2002

Various agencies – 1998–2000

CDP – 1996–1998

DMB&B – 1992–1994

Travis Dale & Partners – 1990–1992

Delaney Fletcher Delaney – 1988–1990

To see my work, find out a bit more about me and read even more flattering testimonials from industry leaders, please go to tonysnowcreative.com