



# Andrew Kelly

Creative Direction. Copywriter  
& Art / Consultant

📍 Toulouse, France

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## Languages

English (Native)

French (Work Proficiency)

German (Work Proficiency)

## About

Creative direction and video for startups businesses & ad agencies. Mostly in Berlin and Paris. An all-round creative with 14 years of international experience creating advertising and PR campaigns for clients such as Lufthansa, VW, Nestlé, and multiple EU Delegations. A Blockchain enthusiast, experience working as copy editor for an ICO white paper in the cryptocurrency space. Whether for concepts, art direction, text or video production, you can be assured of my passion to do the best job possible.

### BRANDS WORKED WITH

Accenture

Andrew Kelly Films

DreamCheaper.com

ELEMENTS MOCA

Kolle Rebbe

Media Consulta

MPS PictureBox

[www.cargocollective.com/ajpk](http://www.cargocollective.com/ajpk)

## Experience



### ● VIDEOGRAPHER

Andrew Kelly Films | Jul 2015 - Now

Filmmaker for events and commercial bookings shooting digital and film. Highlights include backstage at Paris fashion week and a feature in UK Vogue.

### ● FREELANCE CREATIVE & CONSULTANT

[www.cargocollective.com/ajpk](http://www.cargocollective.com/ajpk) | Jul 2013 - Now

- Copywriting / Strategy / Concept / Art Direction
- Advertising for brands such as La Roche Posay, Nestle Baby, Piaget Swiss Jewellery, Lancôme, Armani & Nina Ricci for Geometry Global & Ogilvy One Paris.
- Experience in Germany as an Art Director for Lufthansa
- Extensive experience - creative copy & art for EU Delegation Pitch wins.
- Blockchain related consulting - Focus on marketing and PR starting with developing a marketing and branding strategy down to regular marketing activities for an ICO.
- Writing/editing longer forms of copy such as white papers as a native English Copywriter, Branding / Website design / Social media campaigns.

### ● CREATIVE CONSULTANT

DreamCheaper.com | Sep 2015 - Jan 2019

I was a creative consultant from beginning to end for this Berlin startup. Idea: Optimise your hotel price after! you've booked. Reductions of up to 60% - no risk, no effort. You sleep in the same room, but pay less.

- Startup raised 2.5m EUR from Europe's largest Venture Capitalists (incl. Holtzbrinck Ventures, Rocket Internet's Global Founders Capital...)
- Went from MVP to to an automated & scalable solution finding a better price for 51% of all hotel bookings received
- Built a base of >100k customers with >18m EUR in gross booking value received
- Sold to US Investor in March 2019



### ● ART DIRECTOR

Accenture | Jul 2011 - Jul 2013

Art Director for renowned international and German brands. Member of the winning pitch team for Lufthansa. Other clients included Leibniz, VW & Misereor. Directing campaigns across all media. Management of junior and intern teams. Extensive pitch experience.

### ● INTERN

Media Consulta | Feb 2009 - Jun 2011

<https://www.mcgroup.com/>

FEB 2009 - JUN 2011

From intern to Junior and quickly to Art Director working on new business gaining extensive and successful pitch experience.

Clients included LIDL, IKEA, Turkish Tourism, European Union delegations and cultural organisations. Creative for campaigns across all media.

Management of junior and intern teams.

- **ARTIST IN RESIDENCE**

ELEMENTS MOCA | Mar 2008 - Nov 2008

Creation of a body of artwork for a solo exhibition which was subsequently selected to be exhibited in Beijing as part of a group show to open the Elements Museum of Contemporary Art.

- **INTERN VIDEO EDITOR**

MPS PictureBox | Sep 2007 - Jan 2008

<https://mps.com.mt/> — INTERN VIDEO EDITOR

SEP 2007 - JAN 2008

A four month work experience placement with MPS CEO and Venice Biennale Artist Vince Briffa.

- Kolle Rebbe |

Now acquired by Accenture Group <https://tinyurl.com/yhywen5c>

## Education & Training

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- **The University of Leeds**

B.A. HONS International Contemporary Art Practice,

2003 - 2007

- **Brno Technical University**

ERASMUS International Contemporary Art Practice,

- **WARWICKSHIRE COLLEGE**

A LEVEL + AVCE FINE ART & PHOTOGRAPHY,

2001 - 2003

- **Bishop Ullathorne School**

GCSE EXAMINATIONS,