

Giles McGrath

Creative Direction
401 E 60 ST
New York, NY 10022
United States

View the full portfolio at <http://www.thecreativefinder.com/gilesmcgrath>

Professional Experience and Curriculum Vitae

I was born in Australia and have been fortunate enough to live all around the world. Unfortunately while surfing eludes me, like many other Australians I am great with a BBQ, and pretty good at advertising.

While living in the states I have taken up sailing, and snowboarding, both of which I briefly instructed. I also enjoy scuba diving when the opportunity arises.

Last year I acquired US citizenship which brings the total to 3 including Australian and British. I also happen to be bilingual in French, which gives me an ability to live almost anywhere and order wine while sounding like I know what I am doing.

People might say I watch too many bad movies, tell too many awful jokes and play too many video games, but somehow that all comes together to create some great ads and that is truly my favorite pastime..... Aside from maybe the bad jokes.

Cheers,
Giles

Previous Clientele

Sony Ericsson, Southern Comfort, Monster, Nestle, AT&T, Bell South, Verion, Verizon FiOS, Verizon Wireless, Reebok, Adidas, Advil, Airwalk, BP and more

Awards and Accolades

GILES MCGRATH
Vice President, Associate Creative Director

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www.GilesMcGrath.com

EXPERIENCE:

CAHG (Omicom)

Vice President, Associate Creative Director 11/10- Present

In my capacity as VP, ACD I am responsible for the creation of brand strategy and creative executions for marketing and advertising tactics. Creative conceptualization for print, broadcast and digital medias as well as overseeing a team of designers, art directors and writers.

Multiple agencies including: McGarryBowen, VML, TribalDDB, Digitas and Publicis.

Freelance Associate Creative Director / Art Director 3/09 - 11/10

Scope of work included: Broadcast TV, Websites, landing pages, Interactive banners, experiential and direct marketing.

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)

MRM Worldwide (Part of McCann Worldgroup) New York, NY 10022, fax 656.227.0213

Senior Art Director 6/07 - 3/09

Conceptualize, motivate and direct creative development of integrated advertising campaigns across all Verizon's consumer and B2B categories

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