

# DAN KEEP / CURRICULUM VITAE

## CURRENT ROLE

### CREATIVE DIRECTOR

Delta Creative / 2022- Present

**BLENDING SECTOR LEADING CREATIVE PROWESS AND DYNAMIC, RESULTS DRIVEN TEAM LEADERSHIP, TO DELIVER CONSISTENT BRAND GROWTH AND OPPORTUNITY WINS FOR AN INTERNATIONAL SHOPPER MARKETING / VISUAL COMMUNICATIONS AGENCY.**

### OUTLINE / RESPONSIBILITIES

The Delta Group provides a wide offering of creative solutions to a comprehensive roster of international clients. Project types are wide ranging and unique, all loosely based around shopper marketing and visual communications. My role and skill set, is therefore, also suitably broad.

Mentoring and creatively directing the creative and artworking teams (15+ team members), whilst taking the lead on larger creative projects / opportunities within the agency are my primary responsibilities.

skills that sit within these projects typically include: campaign creation, copy writing , art direction and design. Creating and overseeing projects from the initial concept or 'scamp' stage right through to final delivery, be that print, installation or digital activation.

Working closely with the wider creative team and other relevant teams (artwork, structural design, digital or permanent), I steer and realise the initial creative vision through to completion, before presenting to a diverse line up of famous brands.

Communication and team integration therefore, are key, alongside excellent creative vision, and leadership skills. This coupled with the ability to inspire the team and clients alike with compelling presentation skills, concisely verbalising concepts.

All these ingredients are integral to my role, and to achieving the level of output I strive for.

## DETAILS

**Nationality:** British  
**Birthday:** 10/06/80  
**Location:** Ware, Herts  
**Industry Experience:** 28 years

## EDUCATION

GCSE 7 passes  
BTEC NDD Graphic design

## SKILLSET

Creative direction  
Campaign creation  
Brand strategy  
Strategic conceptualisation  
Copywriting  
Key art / POS / Branding / Packaging  
Visualising / Scamping / 3D renders  
Motion Graphics / Storyboarding  
Team Leadership

## TOOLS OF THE TRADE

Illustrator  
Photoshop  
InDesign  
After Effects  
Premier Pro  
Cinema 4D

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## EXPERIENCE

### CREATIVE HEAD

Delta Creative / 2015 - 2022

### ART DIRECTOR

Lick Creative / 2013 - 2015

### SENIOR DESIGNER

Lick Creative / 2010-2013

### DESIGNER

Colourways / 2008-2010

### DESIGNER

Baines Design / 2004 - 2008

### DESIGNER

Callprint / 2001 - 2004

### OFFICE JUNIOR / MAC OPERATOR

London Pre Press / 1997 - 2001

## KEY ACHIEVEMENTS

### MULTIPLE AGENCY CLIENT WINS

#### CARLSBERG BRITVIC

Creative lead on the winning tender pitch. Creative direction on the account since, encompassing 10+ brands, becoming one of the company's largest clients.

#### CRAYOLA

Responsible for the initial creative pitch response, resulting in retained account for the agency.

#### MORRISONS

Creatively directed tender response, resulting in retained account for the agency.

#### OTHER WINS

- Creative lead on retained **Weetabix** account, successfully surviving agency re-tenders.
- **Nintendo** - responsible for initial pitch opportunity response, leading to ongoing creative opportunities / paid agency work.
- **Sony Playstation** - creative lead on initial pitch opportunity response, leading to ongoing creative opportunities / paid agency work.

## REFERENCES

"Dan is a creative force to be reckoned with. He is passionate, professional and desperate to get stuck into the most challenging brief. He is always looking for innovative ways to grow our clients and his work is always to a high standard - even if the brief is less than a masterpiece! His creative talents make him a real asset to the agency and he's a pleasure to work with."

**MARK SIBBORN**  
MD, LICK CREATIVE

"I was Dan's Creative Director and Line manager for 4 years whilst at The Delta Group and I can honestly say that I was never disappointed with a single piece of work he produced in that time.

He has a true designer's eye for composition and detail. He does not settle for anything less than perfection in his eyes and he genuinely cares about his every piece of work, no matter how small.

On top of his design ability, he is also a very well rounded creative with a passion for learning and growing with every project. Delta was a complete multi-media agency that demanded multi-skilled creatives, and Dan was that in abundance.

I wouldn't hesitate to hire Dan back if the opportunity arose."

**STUART BUTTON**  
CREATIVE DIRECTOR, DELTA CREATIVE

"Dan is by far one of the most strategic and talented creatives I have ever had the pleasure to work with. He has the creative talent to turn any brief into a shopper focused piece of excellence with the ability to take on any challenge and push it to the highest of limits for clients. His passion, drive and work ethic is infectious along with his presentation skills makes Dan a true asset."

**KERRY AFXENTIOU**  
CLIENT SERVICE DIRECTOR, DELTA CREATIVE