

Ross Seabury

SENIOR CONCEPTUAL CREATIVE

A writer, strategist, and occasional art director, I've delivered impactful brand strategies, integrated campaigns and creative for local and global brands of all sizes. Experienced in leading multi-disciplinary teams and building trusted client partnerships at senior levels, with a proven track record of growing accounts and winning new business. Combining strategic insight with hands-on creative direction, I'm as interested in the thinking as the making, and passionate about helping others find their voice along the way.

EXPERIENCE

KINGEL LTD. HEAD OF CREATIVE

JUNE 2023 – PRESENT

Taking responsibility for all creative and strategic output for the agency, while managing a team of art directors, designers, animators and everything-in-betweeners. Acting as a creative sounding board, strategic shepherd and agony aunt for an eclectic roster of clients, both local and global. Managing budgets, timescales and resources as well as the personal development of the creative team and emerging talent from local universities. Delivering strategies, concepts and brands while leading on production and delivery of projects, overseeing the agency's creative, designing and implementing processes and workflows, all while occasionally remembering to do my timesheets.

STORY GROUP CREATIVE HEAD

SEPTEMBER 2021 – JUNE 2023

Leading the agencies creative and conceptual output, working across a wide range of clients. Managing and developing a team of multi-disciplinary creatives, while building trusting working relationships with clients at senior levels, regularly inputting on long term marketing and comms plans. Successfully launched Macmillan's 2023 Coffee Morning fundraising campaign, producing over 300 individual assets. Helped unlock \$18M in investment and generated partnerships with Dr Martens and Jaguar Land Rover for sustainable textiles manufacturer, Eleather. Delivering eight pitch wins over two years, contributing almost half of the agency's revenue.

MCCANN CENTRAL COPYWRITER

JUNE 2016 – SEPTEMBER 2021

Leading the creative on several of the agency's largest accounts, working on emerging technology, brand creation and activation. Leading a large team of designers, illustrators and editors, as well as working with both external and in-house pre and post-production teams. Looking after new talent and guest lecturing with local universities, setting live briefs and mentoring students. Led 15 pitch wins over 3 years, for over £11m in revenue.

REES BRADLEY HEPBURN COPYWRITER

NOVEMBER 2014 – JUNE 2016

Working with within a team of Art Directors, Designers, Developers and Digital Creatives, alone or as part of a creative team to conceive, develop and deliver creative campaigns. Developing original concepts and propositions to support new business pitches. Producing original copy adhering to brand tone of voice for a range of boutique and international clients, across a variety of media from print to social.

ITG COPYWRITER

DECEMBER 2012 – AUGUST 2014

Researching and preparing concise marketing copy, both conceptual and long, for various media, including press advertisements, SEO web content and advertorial content. Working with account and creative teams to develop press and print campaigns, from concept.

CONTACT

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EDUCATION

DipHE
MULTIMEDIA JOURNALISM
LONDON SOUTH BANK
UNIVERSITY

SKILLS

Ideation
Copywriting
Art Direction
Storytelling
Strategy
Brand Development
Editing
Direction
Team Management
Collaboration
Presenting