

# Roger Keys

A Creative Director with a fertile imagination tempered with practicality and financial awareness. Proven experience in generating innovative ideas for effective communications delivered with impact and within budget!

## OVERVIEW

- \* Over 25 years experience of providing creative ideas to help Clients inform, increase sales, motivate and entertain both internal and external audiences.
- \* In depth experience of the financial, retail, automotive and telecom sectors
- \* Experience of staging events and roadshows across Europe and USA
- \* Broad experience of working with, and producing integrated projects for, advertising, marketing and performance improvement agencies
- \* Accustomed to leading project teams and being the focal point for clients at both strategic and operational levels
- \* French to business level. Russian to basic level.

## STRENGTHS

### Idea generation

- 'Thinking outside the box' and creating themes that support the business message but deliver it in an informative yet innovative and entertaining fashion across a range of media including: events, roadshows, 'infotainment', media publicity events and multi-media.
- Ability to hone presentations, keeping them sharp and to the point
- Combining visual awareness with the strength of the spoken word

### Writing

- Listening and researching before writing clear and concise creative response to Client brief.
- Creating and editing of scripts for both live and recorded media
- Writing in a style to match the tone of presentation and personality of voice-overs, actors, television and sports personalities plus professional and Client presenters.

### Directing

- Devising the choreography, style and tone of a programme
- Maintaining awareness of telling a clear 'corporate story'
- Enhancing delivery through direction, training and support of the performances of both professional and corporate presenters.

### Project Management

- Guardian of the brand and business message
- Experienced in leading and co-ordinating multi-disciplined teams with an understanding of all the production processes and techniques
- Ability to maintain a 'global view' of a production, while bringing all the elements together to create and deliver a seamless end result
- Enjoy challenges and challenging individuals to help develop them

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## EMPLOYMENT HISTORY / CLIENTS

### Independent Creative Director

1999 - present

Working as a retained consultant with advertising, marketing and design agencies to help and advise on the creation and production of a range of communication projects

### Face to face internal events

Eircell – communication to, and entertainment of, all 1,800 employees  
KPMG – internal recruitment for an invited audience of 40 partners  
Allied Domecq Leisure – brand launch to 3,000 publicans & partners  
SEAT – launch of the Cordoba to dealer channel  
AXA Equity & Law – communication to all UK Group staff

### Face to face external events

Eircell – dealer channel conferences  
Dolphin Telecom – brand re-launch to dealer channel  
Tarkett – launch of new vinyl flooring to independent retailers  
Goodyear – new truck, car and hi-performance tyre launches  
IBL – pan European information roadshow to investors

### Video / DVD programmes

Cranstoun Drug Services – recruitment and promotion of the charity  
Hilton International – global sales videos on distribution services  
Quorum – bespoke pan- European recruitment and sales programmes  
East Berkshire Health Authority – promotion and nurse recruitment  
HBOS Business Banking – internal management information

### Media publicity events

Inland Revenue – launch of Taxback and ‘Hector the Inspector’!  
Citibank- summer promotional event in the City of London

### Creative Director

SCS Productions, Arc International, London 1994 – 1998

Reporting to Group M.D. and CEO with responsibility for an in-house team of 12 supported by freelance production teams, designers and technical services.

### Independent writer/director

Marlow, 1982-1994

Working mainly with clients in the automotive, retail, financial and telecom sectors, including: Seat, Daf, Renault, KFC, Save and Prosper, Regency Life, Talkland.

### Senior writer/producer

Maritz Ltd. Marlow, 1978 -1982

Reported to Head of Communications. Responsible for a team of 15 plus all Esso, Caterpillar, Vauxhall, Goodyear and Crown Paint communication projects.

## QUALIFICATIONS

Diploma in Art & Design, Photography and Film Production      **Bournemouth 1973**  
Foundation Diploma      Derby College of Art 1970  
4 GCE ‘A’ Levels and 11 GCE ‘O’ Levels      Spondon Park Grammar Sch.

## HOBBIES AND INTERESTS

**Golf** – a keen [21 handicap] golfer and 7 day member of Winter Hill Golf Club  
**Rugby** – an ex-captain and officer of Marlow RFC. London Wasps season ticket.  
**Skiing** – an intermediate skier, who would like to ski more than two weeks a year!  
**Bucks Badgers** – an active member of a local charitable organisation.

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