

LIZ BREWER

tel 07974 705617
email liz@creatingmischief.com
linkedin uk.linkedin.com/in/brewerliz/
twitter @mischief75
web creatingmischief.com

Profile

Born Christmas Eve, 1975 - I'm ambitious, hard working, self-motivated and always get the job done. My communication and advertising skills ensure I bring fresh ideas to any brief. I take an honest approach to work and can always be relied on.

Earned an honest crust

Creating Mischief, Freerange Consultant Bradford on Avon, 2010 - right now

My consultancy skills range from providing strategic creative direction for any communication challenge to mentoring. Clients I am currently working with are:

Burt-Jones & Brewer, Bradford on Avon, 2010 - ongoing

Responsible for all Marketing, PR and digital communications to elevate their brand into the commercial interior's sector. Along with devising and implementing their new business strategy.

Pixillion, Bristol, 2010 - ongoing

Providing ongoing business mentoring. Devising new business strategy. Support with proposal writing, digital marketing and generating concepts for creative digital campaigns.

Climate Friendly Bradford on Avon, Bradford on Avon, 2006 - ongoing

Campaigning and providing communications [voluntary] support to this active community group. Designed the interactive presentation to portray the British Gas Green Streets community journey through digital 'energy saving and making' stories. Designed the concept for the CFB logo. Managing the CFB twitter account // @goingzero2050

Creative Account Director, Nameless Bristol, 2007 - 2009

My role as 'deep sea diver' at Nameless was to generate exciting new business opportunities. I was also responsible for managing a small team (PR executive and Studio Assistant) who assisted me in writing press releases and lead generation. The digital language can often be intimidating to clients so I would act as a 'translator' to make sure clients understood exactly what they were commissioning and also to help them keep abreast with the ever changing landscape of the world wide web. **New business wins** - Sustrans, Dyson, Junior Café Scientifique, Ofcom, SES Astra, CCE England, Colston Hall, Bristol Green Capital and Great Western Wine.

Contract Creative, Platform 1 Design Bradford on Avon, 2006 - 2007

Responsible for generating new business leads that would benefit from an ethical and sustainable design agency. My role consisted of networking, brief taking, creating digital solutions and writing proposals.

Advertising Copywriter London, 2001 - 2004

During my time in London I worked at three advertising agencies (Burkitt DDB, Farm and Baber Smith) working directly with my Art Director as a Creative Team. Working as part of a team I am highly trained in brief taking and interpreting clients needs with the essential ability to strategically think creatively and execute solutions across any advertising medium. I have resourceful and imaginative research techniques and a competent understanding of all advertising channels – posters, press (magazine and newspaper) radio, TV, cinema, direct marketing, ambient, digital, sales promotions, events and crazy stunts. Liaising and working with those involved on an advertising project: clients, account managers, media buyers, producers, art workers, directors, photographers, actors, models, voiceover artists, and illustrators... Involved in many new business pitches and wins! In particular, a full integrated

LIZ BREWER

campaign for Brent Cross Shopping Centre in North London. The pitch winning concept 'Feed your addiction' consisted of outdoor posters, two radio ads, tube and bus posters, a quirky email game, direct marketing and business to business marketing.

Conceptual Copywriter Sydney, 2000

For a year I worked upside down at two leading ad agencies - Leo Burnetts and BMF (Brown Melhuish and Fishlock), where I cut my teeth in Advertising as a junior creative. My time in Australia provided me with invaluable experience working overseas, understanding the need for creating advertising solutions for a different culture. Produced my first outdoor poster campaign for the official 2000 Olympic Games website and TV advert for wineplanet.com. Gained valuable insight into online advertising and became involved in teaching and advising students on the advertising course that Leo Burnetts ran, called 'Award School'.

Education

1996 - 1999 Bournemouth University | Creative Advertising | Ba Hons 2:1
1994 - 1999 Norwich Art School | Art & Design BTEC National Diploma | Merit
1989 - 1994 Thurston Upper School | A'levels Art & Design (B) History (C)
1993 - 1994 West Suffolk College | Psychology (C)

Career highlights

Meeting Darth Vader (David Prowse)
Almost getting arrested for trying to get a job!
Featuring in a John Lewis poster campaign
Taking part in NESTA's corporate 'Open Innovation' two day think-tank
TV concept commissioned by Endemol UK

Bit more about me

I have been fortunate enough to travel the world and have been to many weird and wonderful places – Vietnam, Canada, New Zealand, Perhentian Islands, Australia, Rwanda (where I hung out with the Mountain Gorillas), Zanzibar and wild-camped on a walking safari in Kenya... I've abseiled forwards, parasailed and tasted delicacies such as snake and camel. I've received a standing ovation for performing a violin concerto off by heart. And enjoy spending hours in the garden, listening to music, watching movies, taking photos on my gorgeous Nikon D90 and spending valuable time with my favourite people. I'm also actively involved in campaigning with local pressure groups - Climate Friendly Bradford on Avon and the Fairtrade Group.

Testimonial

'Liz is an amazing creative talent who not only delivers real creative results but is also a prime example of a wonderful person! She was great fun to work with and I would recommend Liz to anyone who wants real honesty who delivers on time, every time and with true professionalise and a smile at all times - I feel privileged to have shared some great and crazy times.'

Eleanor Sheppard, Senior Account Manager, Leo Burnett

Logo concepts

Working along side a graphic designer I came up with the following logo concepts:



References

Available on request.