

Ben Beale

Info

Phone

310.310.9332

Email

bhbeale@gmail.com

Portfolio

bhbeale.com

Skills

Designer

Art Director

Copy Writer

Show Runner

Director

Profile

With 11+ years experience in marketing, I've been lucky enough to work with (and learn from) some of the greatest strategic, creative and business minds in the game. Steering billion dollar brands, winning multi-million dollar pitches, solving difficult problems in complex environments and helping small start-ups scale to become contender sized companies. I'm always looking to work with people smarter than myself, companies with a purpose, and projects with the potential to define culture.

Employment History

Group Creative Director, Fullscreen

Jan 2018 - Present

To establish and enforce the creative vision and content DNA of Fullscreen as a whole. To grow the Fullscreen talent base through recruitment and mentorship. To grow the content studio offerings - bringing production in-house wherever possible. To partner and negotiate effectively with all departments and executive team members to ensure delivery of on-time, high-quality, profitable work across the company.

Creative Director, Fullscreen

Jun 2015 - Jan 2018

To lead the Strategic Content Studio Creative Department at Fullscreen, developing and delivering branded entertainment, experiences and multi-platform marketing campaigns for AT&T and Hotwheels.

Associate Creative Director, The Many

Feb 2013 May 2015

Assembling and running teams on key accounts in order to create concepts for both national and global television commercials, brand, print, and digital campaigns. Responsible for creative direction for NOS Energy, Assassins Creed, Paypal, Aperol and VH1.

Creative

Oct 2009 - Feb 2013

Generating ideas for Grey's biggest brands. Including Lucozade, Toshiba, GSK and Pringles.

Education

Buckinghamshire University

Sept 2006 - Sept 2009

Graduated with a First Class Honors (the top 7th percentile), with a mark of Distinction on my dissertation "The Future Of Advertising Is Product Design"