

# TOBY HARRISON

## PR CREATIVE, STRATEGIC & NEW BUSINESS CONSULTANT

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### SUMMARY

As an award-winning, multi-sector Creative, Strategic & New Business Consultant with over 20 years' PR experience, I am a natural problem solver, experienced trainer, creative mentor, innovative creative and strategic thinker with a proven track record of creating integrated communications campaigns, and consistent winner of new business pitches, helping my agency clients win 75% of the pitches I lead or am significantly involved in.

### KEY AREAS OF EXPERTISE

- Creative consultancy: Creative campaign planning & positioning, idea generation & development, brainstorm facilitation and creativity training
- Strategic consultancy: Strategic campaign planning, research & insight analysis, strategic story crafting and strategy development consultation for existing or developing strategy
- New business consultancy: Pitch leadership & planning, strategic & creative leadership, presentation & asset design, pitch team coaching & preparation and new business training

### CREATIVE, STRATEGIC & NEW BUSINESS EXPERIENCE

<b>August 2016 – present</b>
<b>Freelance Creative, Strategic &amp; New Business Consultant</b>
VARIOUS AGENCIES (London)
<ul style="list-style-type: none"><li>• Working with agencies to turn client and new business briefs into compelling communications campaigns comprised of thought-provoking strategic thinking, engaging creative positioning and unique, on-message, attention-worthy ideas</li><li>• Core focus on new business pitches, winning 75% of the pitches I lead or am involved in</li><li>• Created successful campaigns for Purplebricks, The Royal British Legion, Sheraton Hotels &amp; Resorts, Campo Viejo and many more</li><li>• Delivery of three bespoke training programmes</li></ul>

<b>October 2014 – April 2016</b>
<b>Creative Director</b>
FLEISHMANHILLARD FISHBURN (London) – BT • Clear Channel • Breville
<ul style="list-style-type: none"><li>• Responsible for the creative direction, values, culture, process, inspiration and overall quality and output of the agency, providing senior support to over 200 employees</li><li>• Worked alongside multiple divisions to respond to a variety of client and new business briefs</li><li>• Created successful campaigns for BT, Clear Channel, Breville and Financial Fraud Action UK</li><li>• Worked alongside the Strategic Director to lead the new business process, ensuring the agency pitched in increasingly innovative and exciting ways</li><li>• Won pitches for the likes of Lendlease, Carluccio's, Bose, Financial Fraud Action UK and Clear Channel (a re-pitch won on the strength of the creative, having been told in advance that the client was planning to change agencies)</li><li>• Transformed agency relationship with BT, winning the first 8 pitches during my time (prior to my joining, FHF had lost the previous 6 pitches against other agencies on the BT roster)</li><li>• Won the 2017 PRCA City &amp; Financial Awards Best Change Management Campaign for Financial Fraud Action UK's "Take Five" campaign, a campaign that is still in market today</li></ul>

<b>October 2012 – June 2014</b>
<b>Creative &amp; Strategic Director</b>
HAUSMANN GROUP (Sydney) – Sony • Merlin Entertainments Group • Procter & Gamble
<ul style="list-style-type: none"> <li>Responsible for the creative and strategic direction, values, culture, process, inspiration and overall quality and output of the group's three agencies, Hausmann Communications, Open Haus and Health Haus, providing support to all account teams</li> <li>Led the agency new business process and ran agency and client inspiration and training sessions</li> <li>Created successful campaigns for Procter &amp; Gamble, Sony, Vaalia and Old Spice</li> <li>Created innovative series of creativity training modules that via a unique agency/university partnership are still taught to university students in Australia today</li> </ul>

<b>June 2011 – September 2012</b>
<b>Creative &amp; Strategic Director</b>
BANG PR (Sydney) – Universal Sony Pictures Home Entertainment • Optus • Expedia
<ul style="list-style-type: none"> <li>Responsible for the creative and strategic direction, values, culture, process, inspiration and overall quality and output of the agency</li> <li>Worked closely with M&amp;C Saatchi (who acquired Bang PR during my time at the agency) to advise on broader marketing campaigns</li> <li>Created successful campaigns for Universal Sony Pictures Home Entertainment and Expedia</li> </ul>

## EARLY CAREER PROGRESSION

<b>February 2011 – June 2011</b> <b>Freelance Associate Director</b> HILL & KNOWLTON (Sydney) Unilever • Heineken • Subway	<b>September 2010 – December 2010</b> <b>Freelance Senior Account Director</b> HILL & KNOWLTON (London) adidas • Casio • Ford
<b>February 2010 – September 2010</b> <b>Senior Account Director</b> SPLENDID (London) Lucozade • Guinness • Windhoek	<b>December 2008 – January 2010</b> <b>Account Director</b> JCPR (London) Microsoft Xbox • Starbucks • Bowers & Wilkins
<b>October 2007 – August 2008</b> <b>Account Director</b> EXPOSURE (London) Levi's • maharishi • Original Penguin	<b>April 2007 – August 2007</b> <b>Freelance Senior Account Manager</b> KETCHUM (London) adidas • Mars
<b>January 2006 – March 2006</b> <b>Freelance Senior Account Manager</b> HILL & KNOWLTON (London) Helly Hansen • Ariel	<b>September 2000 – December 2005</b> <b>Account Assistant – Account Manager</b> KETCHUM (London) adidas • Warner Home Video • Sky

## EDUCATION

Degree | University of Nottingham  
BA History of Art

**1997 – 2000**

A Level | Watford Grammar School for Boys  
English, History, Art

**1995 – 1997**