



JONATHAN HORNER

CREATIVE DIRECTOR / WRITER

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- As a Creative Director I have grown businesses, led pitches, and developed content and ads for some of America's most loved brands.
- Especially fulfilling was the time spent on The Wall Street Journal account, taking it from Yale, Pale & Male to a relevant contemporary voice in America's media landscape.
- I've overseen as many as 20 creatives.
- And I've overseen global pitches where I'm the only resource available.
- I've called America home for 7 years. In a previous life I've worked in ad agencies across 5 continents, experiencing wonders of everything from Ethiopian to Saudi Arabian advertising.
- It's this global background I bring to marketing problem solving.
- A former agency owner, I know how to turn decks into work.

AWARDS

Cannes Lion (Bronze x2) / Cannes Lion Finalists (x4) / One Show Merits / AWARD / Epica / Lynx / DMA / Lurzer's Archive (x6)

EDUCATION

2003 / Media Design School, Auckland. Diploma in Advertising.

1998-2002 / Victoria University, Wellington. Bachelor of Arts (English Lit. & Industrial Relations). Bachelor of Commerce (Management & Public Policy).

SELECTED DISCOGRAPHY I WORK TO

Neil Young – Harvest Moon, Hans Zimmer – Interstellar motion picture soundtrack, Various – Clueless motion picture soundtrack, Depeche Mode – Violator.

WORK HISTORY

FREELANCE CREATIVE DIRECTOR, NEW YORK FEB, 2018 - PRESENT

Selected agencies I've contracted to:

Adam&Eve DDB, FIG, McCann, BBDO, Publicis, SS&K, Wunderman Thompson.

Selected clients /projects:

Marriott global, Beam Suntory, Google home, VIP brand positioning, Citi, global positioning product launch, Solana, Saga Web3 phone launch, Frank Gehry, highrise launch of Forma. Samsung 8k activation work, Starry, Pepsico, global repositioning work, Leaf Street brand and advertising launch, The Botanist – brand work, Colgate, Goldman Sachs, Heinekon, Brooklyn Brewing, Hugo Boss, developed pan-Europe comms from Lewis Hamilton to Sebastian Stan, BlackRock, global brand realignment, Grey Goose, activation work, BushMills, brand development, Samsung, global web presence overhaul, Ford Coachella, activation campaign, Corning, successful pitch and brand repositioning, Carnival cruises, pitch, DXC. Technology, conceptual brand led work, American Express, US conceptual work, Dana Farber, cancer institute rebrand,

CREATIVE DIRECTOR

TBWA CHIAT/DAY NEW YORK, 2016 - 2018

Clients: Accenture, TD Bank, Reuters, Adidas

Global realignment and development of the Accenture brand. Oversaw everything from blockchain to future workforce. Responsible for the creative that was produced inside Accenture US's social silo. Real-time socially driven ads that spoke to culture as it happened. Pitched and was integral to the TD Bank US win as well as a feet-on-the-ground working Creative Director who created as well as oversaw campaign-work on TD Bank's suite of products.

CREATIVE DIRECTOR

CHI / The&Partnership, NEW YORK, 2015 - 2016

Clients: Dow Jones - The Wall Street Journal, Literacy Partners, Samsung.

Repositioning the Wall Street Journal brand, global project work for Samsung, developing a brand presence via content for Literacy Partners - a client facing Creative Director every step of the way.

FREELANCE CREATIVE

LONDON 2011 - 2015

Agency / Clients: Ogilvy / British Airways, British Gas, BT, Philips, UPS, Ford. Grey / Pantene Isobel / Diageo FCB / Post Office, NHS, Nivea, Teaching Agency SapientNitro / Samsung, Sky TV
Conceptual content creation for a broad range of clients across most industries. From CD-ship on international pitches to hand holding with digital start-ups.

ASSOCIATE CREATIVE DIRECTOR

Leo Burnett, MIDDLE EAST, 2010-2011

Clients: McDonald's, Bridgestone, American Express, Saudi Telecom (STC).

Managing teams, overseeing integrated campaigns, and making a creative difference. Understanding and interpreting cultural nuances was a valuable skill learnt.

SENIOR CREATIVE

Ogilvy, WELLINGTON, 2009

Clients: National Bank, Public Trust, Open Polytechnic, Energy Commission.

Developing government campaigns while understanding the sector's nuances. Tasked with reinventing the brand story for Public Trust and Open Polytechnic.

CREATIVE DIRECTOR & CO-FOUNDER

HöoperNagel, AUCKLAND & SYDNEY, 2007 - 2009

Clients: Mountain Dew, Olympus, Amnesty International, Women's Refuge, Personalised Plates,
Co-founding an ad agency – we opened our doors in 2007 and punched above our weight with the awards we won with Cannes Lions on work for Olympus, and a buy out offer within the first year.

CREATIVE

Y&R, AUCKLAND, 2004 - 2006

Clients: Burger King, Honda, Red Cross, Telecom, Bank of New Zealand, Fairfax Magazines, Arnott's biscuits, Tower Insurance, Min. of Health, Massey University, Noel Leeming,
Knowledge and expertise acquired in a range of industries from banking to retail.

ASSOCIATE CREATIVE

Saatchi & Saatchi, WELLINGTON, 2003 - 2004

Clients: Toyota, Army, NZ Post, Whittakers' Chocolates.

Listening, learning, and developing ad concepts at a Gunn Report top ten agency. An inspiring agency that believed in craft and ideas.