



MIKE BEUKES

M: 07796 090 493

E: mike@warp-and-woof.com

W: www.warp-and-woof.com

WORK EXPERIENCE

July 2009 – today

Warp & Woof

Freelance creative / copywriter

Working with my creative partner, Adam Fenn, I've been developing creative and copywriting for digital, TV, press, direct, branding, experiential, environment design and sales promotion for agencies various.

This includes: **Engine, WCRS, Partners Andrew Aldridge, JWT, Amp London, The One Off, Sky Creative, Claydon Heeley, Banner Corporation, 141 Worldwide, The BIO Agency, Ideo, WDMP, One1000**

Clients include: **3Mobile, Best Buy, Vodafone, Nokia, Gala Bingo, RSPCA, HTC, Niquitin, BT, Kleenex, Santander, Lord's Cricket Ground, Dell, Ernst & Young, Carphone Warehouse, Marriott, The Sun, Primark, Royal Caribbean, HSBC** (more available on request)

Jan 2005 – July 2009

Warp & Woof

Creative Strategy Director / Co-creative Director

Adam and I founded this agency firstly as Kut Communications London (the London branch of an Italian agency), but then re-branded as Warp & Woof. I acted as the agency's Creative Strategy Director and Creative Director in Adam's absence. My key role was developing strategic direction for our clients and for W&W. I also maintained client relationships and was generally the attending partner at new business meetings. The 'suit' side of the team was my responsibility, and I maintained the business' HR and finances. W&W peaked ten staff across all disciplines. To keep the business healthy, we downscaled during the recession and focused on a smaller, more profitable model, which in turn became freelance.

Warp & Woof's client list included: **The Economist, Tui Travel, Shell, No1 Airport lounges, The London Cycle Show, KPMG, Interoute, Hobson's Brewery, Roquette Cider**

Jan 2003 – Dec 2004

Bite London

Senior Creative / Copywriter

Adam and I worked as the lead creative team. Our key client, Interoute during this time subsequently became a client of Warp & Woof in 2008.

Clients experience includes: **Visa CEMEA, Volvo Worldwide, Interoute Telecomms, Journey Latin America**

Jan 2002 – April 2002

FCB Johannesburg

Freelance Creative / Copywriter

I acted as a free range creative working either by myself or with various partners. A highlight included winning various awards for FCB including the country's highest scored radio ad in South Africa's Loerie Awards (even though it only won a silver).

Client experience includes: **Toyota, First National Bank, True Love Magazine**

Nov 2000 – Nov 2001

**TBWA\Hunt\Lascaris
Creative / Copywriter**

During my two years here, I worked, in Cape Town and Johannesburg as well in partnership with TBWA\RAAD in Dubai.

Client experience includes: **BMW, Mini, Adidas, Levis, Wonderbra, Chivas Regal, M&S, SA Rugby, Mars Foods, Tiger Foods, Western Cape Government**

Jan 2000 – Oct 2000

Publicis

Junior Creative / Copywriter

Client experience includes: **SABC 2 (TV Channel), IMAX, Several wine estates**

ACCOLADES

2010

Retail Interior Awards	Best out of town retailer	Commended
Retail Interior Awards	Retail destination of the year	Finalist

2009

Named as one of the Future 500 by The Observer (ones to watch)

2005

Grand Prix short list	Marketing Design Awards	
Gold	PM Response Awards	IT Direct Mail
Gold	Design Week Awards	Direct Mail
Gold	Marketing Design Awards	Direct Marketing
Finalist	Marketing Design Awards	Direct Marketing
Finalist	Marketing Design Awards	Financial
Finalist	PM Response Awards	IT Direct Mail

2004

Bronze Lion	Cannes Advertising Awards	Direct Mail
Silver	Loerie Awards	Radio for Media Promotions
Gold	B2B Awards	Best Interactive Advertising
Finalist	Loerie Awards	Best Radio Campaign
Finalist	Marketing Design Awards	Direct Mail
Finalist	London Int Advertising Awards	Direct Mail
Finalist	London Int Advertising Awards	Direct Mail

2003

1st Place	Golden Circle ad of the month	Radio advertising
2nd Place	Golden Circle ad of the month	Press advertising

EDUCATION

2008	The Alchemy System	Master level facilitator training
2007	The Alchemy System	Practitioner level facilitator training
1999	Red & Yellow Advertising School	
1998	AAA Advertising School	
1997	Allenby Film School	