

Nick Kay

Brand storyteller

London

nickcreative@hotmail.com

07941404088

I help businesses with their brand storytelling to help them achieve positive perception change.

For each project, I'll help you refine your brand messaging so it seamlessly informs the content themes & creative campaigns your audience needs to fully understand who your business is to them - helping to achieve your brand, business and marketing goals.

- Brand messaging
- Single minded proposition
- Content strategy
- Creative ideation
- Brand writing

Work Experience

Associate Director, Content Strategy

Edelman

January 2022 to Present

Helping clients with strategic messaging and corporate perception change:

Microsoft, HSBC, Shell, William Blair

- Propositions, Messaging territories & Manifestos
- Positioning statements & Message houses
- Content themes & Creative ideation

Content Strategist

Freelance

January 2021 to December 2021

omobono

- Creative branding for a leading global consultancy's go-to-market offering

Maverick Group

- Helping to bring messaging clarity to DHL Express (EVP) and Parcel Connect (Brand differentiation)

Head of Content Strategy

Investis Digital

January 2017 to December 2020

I help clients analyse, conceptualise, define and develop their essential brand & content comms strategies - helping them build brand character, achieve corporate goals, meet business aims and connect with their audiences.

- Brand strategy
- Content strategy
- Workshops

- Pitches

Creative Director (Copy)

dunnhumby - London

January 2015 to December 2017

Headhunted by the Director of Comms to lead Creative Strategy, Conceptual

Copywriting & Creative Teams and work with BBH to align Tesco category and supplier funded comms (DM, Digital & POS) with the new Tesco brand position.

- comms strategy
- creative processes
- crm guidelines
- pos strategy

Group Creative Head

Lateral Group - London

January 2012 to December 2015

Group Creative Head (Creative Strategy, Concept & Copy) to a team of art directors, designers, copywriters and developers.

Integrated pitch wins for South West Trains, Kwik-Fit, Signet and DCLG.

- worked closely with planning
- campaign POV & TOV
- creative ideation
- pitch production
- team mentoring & department building

Creative Strategist & Team

Freelance

January 2011 to December 2012

Leading digital agencies inc. SapientNitro DAD, Lick Creative, Maynard Malone

Digital Creative Director

Dentsu - London

January 2008 to December 2010

Headhunted by the CEO to ensure the safe and successful transfer of all Canon digital campaign work from an agency based in Amsterdam to Dentsu London.

- aligning to brand strategies
- digital concepts, implementations and codebases
- advised on departmental structure and procedures
- hired and mentored new digital staff

Digital Interaction Consultant

Freelance

January 2007 to December 2008

Leading digital agencies inc. Wunderman, Digitas, Dare Digital, BBC Worldwide

Digital interaction consultant

CDP Travis Sully (now mcGarryBowen London) - London

January 2003 to December 2006

Proof of concept interaction design, prototyping & build for major worldwide campaigns and websites.

Interaction Designer

IDEO - London

January 2000 to December 2003

Brand and product innovation for major worldwide companies

- client facing, multi-disciplinary teams
- behavioural observations
- brainstorming
- proof of concept prototyping
- client presentations

Interaction developer

Pres.Co/Wheel

January 1998 to December 2000

Investigating the possibilities of web & flash during the DOTCOM boom through prototyping and build.

Interaction developer

Williams Lea New Media

January 1996 to December 1998

Investigating the possibilities of web & flash during the DOTCOM boom through prototyping and build.

Business analyst

Freelance

January 1991 to December 1996

Financial institutions in the City of London

Client facing, business analysis from initial requirements, functional spec, technical spec, build, testing, training, plus client sign off at each stage.

Education

Postgraduate Diploma in Software Engineering Management in Software Engineering Management

University of Luton

BA(Hons) in Art & Design

Polytechnic South West

BTEC National Diploma in General Art & Design in General Art & Design

Barnfield College - Luton

Skills

- Brand messaging
- Single minded proposition
- Content strategy
- Creative ideation
- Brand writing

Links

<http://nickkay.co.uk>

<https://uk.linkedin.com/in/nickkay>

Certifications and Licenses

Coursera

2023 to 2023

- Storytelling in Branding and Content Marketing, Grade 96%
- Brand Identity and Strategy, Grade 96.75%