



**JONATHAN JEWELL**

**CONTACT**

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**EDUCATION**

**HND GRAPHIC DESIGN**  
Cornwall College of  
Art & Design  
September 1982 - May 1986  
Pass with Highest Distinction

**BA LIBERAL ARTS:**  
Theology Major  
AU, Los Angeles/Dallas, USA  
August 1987 - July 1991  
Honour Student

**SKILLS**



INDESIGN



PHOTOSHOP



ILLUSTRATOR



PREMIERE



AFTER EFFECTS



KEYNOTE



VIDEO PRODUCTION



FILM & PHOTOGRAPHY

**CLIENT EXPERIENCE**

- IMPERIAL COLLEGE, LONDON
- COMPASSION INTERNATIONAL
- HABITAT FOR HUMANITY
- HARROW SCHOOL
- MAKE-A-WISH
- NATIONAL HEALTH SERVICE
- SAMARITAN'S PURSE
- RITZ-CARLTON RESORTS
- YMCA

**PROFESSIONAL EXPERIENCE**

**FREELANCE CREATIVE DIRECTOR | JAYTOO CREATIVE, TUNBRIDGE WELLS, UK**  
CURRENT

As a freelance creative director I continue to bring the breadth of my experience, clear conceptual thinking together with excellent creative solutions and strong design and video production skills.

Helping clients understand their creative challenges and arriving at a key insight produces a creative approach that is both effective and appropriate.

With a proven track record of success in delivering and managing highly effective creative campaigns across a wide variety of media. Fundamentally I'm passionate about the creative process in every way it can be applied.

**CREATIVE DIRECTOR | THE DRUMMER AGENCY, TUNBRIDGE WELLS, UK**  
JANUARY 2002 - JANUARY 2018

As Creative and Agency Director I oversaw all the creative output of this full service marketing and communications agency specialising in, but not limited to, the not-for-profit sector.

My primary role was to establish the creative strategy for a client and then make sure that conceptual vision was executed by the creative studio team with consistency and coherence across print, digital and video channels.

The range of work has included, brand strategy and development, integrated fundraising campaigns, publication design, copy and script writing, digital design and directing photo and video shoots in the developing world.

Engaging with clients, pitching and presenting new creative, project management, briefing suppliers and creatives, managing studio staff and budgets, while fostering a creative culture that encouraged collaboration were all key to this very hands-on role.

Under my creative direction and leadership I grew the studio team in both size and skill and was central to the growth of the agency.

**CREATIVE DIRECTOR | DENMARK: THE AGENCY, ATLANTA, USA**  
APRIL 1998 - DECEMBER 2001

Overseeing the creative team, I was responsible for all new creative and graphic design at this energetic Atlanta boutique agency. Largely serving the luxury property market and leisure sectors with beautifully crafted promotional print collateral allowed a great deal of creative freedom.

Other responsibilities included pitching and presenting new creative, collaborating with clients and vendors, managing budgets, directing photo shoots as well as always enhancing my skill sets to bring added value to the agency.

**SENIOR DESIGNER | SCIENTIFIC GAMES INTERNATIONAL, ATLANTA, USA**  
AUGUST 1995 - APRIL 1998

The creative team formed an internal agency servicing the marketing departments of the world's leading supplier of lottery technologies. This internal agency was able to develop a highly creative culture which enabled the designers to thrive within the corporate environment. A huge range of projects from point-of-sale for the New York State Lottery to Olympic Games materials for a promotion in Uzbekistan to a wide variety of in-house projects which were all designed to the highest standards.