

## Curriculum Vitae

# Fraser Metcalf

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## What I've been up to

February 2006 – Present

### Freelance

Working with agencies on clients including Sky, Carphone Warehouse, Ladbrokes, Fulham Football Club, Deloitte, Setanta Sports, Top Up TV, GI Printers, MORE TH>N, Callaway Golf, betfair, ebookers, Marketing Society, Punch Taverns, Tesco Clubcard, Maltesers, Adidas, Galaxy, Standard and Poor's, Investors in People, AIG, The Spectator.

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March 2004 – March 2006

### WDMP

#### Creative Director

As Creative Director I ensured that the standard of creative work from WDMP remained consistently high. From major brand campaigns to simple one off executions we strived to produce work that not only met expectations but exceeded them.

Taking a hands-on approach I was involved at all stages of the creative approach from concept to printed product. A copywriter by trade I wrote for all our clients.

We pitched and won Talk Talk, British Gas, Honda, Chelsea FC, Egg, Churchill, NPBS, Coventry Building Society and Dyno-Rod under my supervision and are also produced great creative work for Carphone Warehouse, Johnson & Johnson, Churchill, betfair and Truman Lincoln.

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1999 – 2004:

### RMG:Black Cat

#### Creative Group Head

Responsible for the creative output for Sky Talk, Sky Second Set Top Box, Yellow Pages B2B, Maiden Outdoor Advertising, T-Mobile In-Store, Reckitt Benkiser.

Previous Clients worked with at Black Cat included NTL, Fidelity Investments, Liverpool Victoria, Frizzell, Air Miles, Cable & Wireless, Caravan Club, Marie Stopes, Merrill Lynch, Ownhome, Boots Opticians - including the launch of Lasik Laser Eye Surgery and Songbird Hearing Aids.

Responsibilities: Group Head for Yellow Pages, Sky, T-Mobile, Maiden and Reckitt Benkiser. I was the main creative contact for these accounts and oversaw the creative work from any of the Black Cat teams working on the accounts.

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1994 – 1999:

### WWAV Rapp Collins

#### Copywriter

Clients: Legal & General, One 2 One, Marks & Spencer Financial Services, Oxfam, Scope, Age Concern, Compton & Woodhouse, Lloyds TSB, Orange, Renault, RSPB.

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## Anything else?

Prior to being a good copywriter I've been a bad solicitor, poll tax collector and painter and decorator.