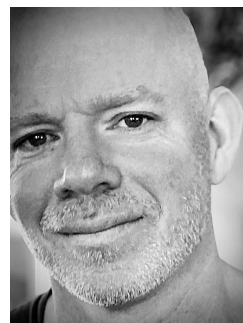


CURRICULUM VITAE: SAM OLIVER

PERSONAL DETAILS

Email: hellosamoliver@gmail.com

Mob: +1 4088191050



SUMMARY

Sam is a creative leader with over twenty years experience in marketing and communications for some of the world's most famous brands, most recently Apple. For six years Sam has been Group Creative Director at Apple in California, running iPhone, iPad, iOS, Apple Card and Arcade. He built and managed the now seventy strong brand team, oversaw over twenty product launches and helped Apple to over a hundred industry awards, including Client of the Year at Cannes. Before joining Apple Sam worked in some of the top London advertising agencies and built a reputation as one of the world's most awarded creative leaders. Of all the accounts he worked on in London his favourite was Volkswagen run out of DDB London, where he worked for eight years. Sam is in the process of moving back to the UK and is currently freelancing.

QUALIFICATIONS AND SKILLS

BA English Lit, Leeds. 3 A Levels. 10 GCSEs. TEFL Teaching Diploma. Postraduate Diploma Watford College Copywriting/Art Direction (top of class)

Skills include creative leadership, strategy, multichannel creative direction, filmmaking, speechwriting, recruitment and training.

EMPLOYMENT HISTORY

Oct 2021 - Present	Freelancing USA/UK
Nov 2015 - July 2021	Group Creative Director at Apple, California
Oct 2013 - July 2015	Creative Director at BBH London
Mar 2013 - Oct. 2013	Freelance Director at Wieden and Kennedy, London
Mar 2011 - Mar 2013	Creative Director at Fallon, London
Feb 2003 - Mar 2011	Creative/Creative Director at DDB London
Oct 2000 - Feb 2003	Creative at Ogilvy, London

Sam has won over 100 industry awards (including Grand Prix at Cannes) and recently featured in Jason Sperling's book 'Creative Directions: Mastering the Transition from Talent to Leader'. He is currently advisor to Silicon Valley based ASKA, a start up developing the world's first flying car.

Personal Interests: Running, comic strip writing, gothic literature

See my work at hellosamoliver.com