

DAN KEEP / CURRICULUM VITAE

EXPERIENCE

CREATIVE HEAD

Delta Creative / 2019 - Present

Outline / responsibilities

My role as creative head at Delta Creative has many facets. These include creating and overseeing projects from the initial concept or 'scamp' stage right through to final delivery, be that print, installation or activation.

Working closely with relevant teams (artwork, structural design or permanent) is integral to my role and to achieving the level of output I strive for. Communication and team integration therefore, is key, alongside presentation skills and the ability to verbalise a concept.

Delta Creative works across a wide variety of international clients and project types, all loosely based around shopper marketing and visual communications. My role and skill set, are therefore also suitably broad.

Daily tasks and responsibilities range from campaign creation, copy writing and design to overseeing the team and assisting / mentoring more junior members.

Creative Head

Lick Creative / 2015 - 2019

Art Director

Lick Creative / 2013 - 2015

Senior Designer

Lick Creative / 2010-2013

Designer

Colourways / 2008-2010

Designer

Baines Design / 2004 - 2008

Designer

Callprint / 2001 - 2004

Office Junior / Mac Operator

London Pre Press / 1997 - 2001

DETAILS

Nationality: British
Birthday: 10/06/80
Location: Ware, Herts
Industry Experience: 23 years

EDUCATION

GCSE 7 passes
BTEC NDD Graphic design

SKILLSET

Creative direction
Adobe Illustrator / Photoshop / InDesign
After Effects / Premier Pro
Campaign creation and strategy
Copy writing
Key art / packaging / permanent design
Scamping
Layout

"Dan is a creative force to be reckoned with. He is passionate, professional and desperate to get stuck into the most challenging brief. He is always looking for innovative ways to grow our clients and his work is always to a high standard – even if the brief is less than a masterpiece! His creative talents make him a real asset to the agency and he's a pleasure to work with."

Mark Sibborn
MD Delta Creative

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