

Tristan Fitzgerald

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In a nutshell

I'm an **award-winning creative** who loves chasing the **big idea**, with **digital** at the heart of my thinking. After many years at some of **the best agencies in London**, I'm in **Dubai**, applying creativity and regional insight to create success for **world-famous brands** in the Middle East. Clients include: Nike, Nokia, Emirates, Pfizer, HSBC, Kraft, Unilever, Apple, Philips, Microsoft, UNICEF, Macromedia, Norwich Union, RAC, InterContinental Hotels, Unilever, NSPCC, Legal & General, Xbox, Orange, MSN, MTV, Barclays Capital, Lloyds TSB, Cahoot, BT, Virgin Atlantic, Foreign Office, Visa, Sony Records, Toshiba, T-Mobile, Atlantis Resorts, Doctor Martens and Toyota

Recent experience

Executive Creative Director. RAPP Middle East – 2015-present

I'm the creative leader of a dynamic agency that delivers integrated campaigns and digital experiences with the customer at their heart. Heading up brand strategy and UX thinking, I'm enjoying helping our clients transform their businesses with precision and empathy. Currently working with Emirates, Air Miles, Pfizer and SAP, among other bluechip brands.

Creative Director, JWT Dubai – 2011-2015

Creative Director for Nike, Microsoft Mobile and Heineken, among others from time to time. As well as leading creatively, I helped nurture the relationship with the clients. In addition to my Dubai accounts, I also ran the JWT Bahrain Creative Dept. Mainly worked on integrated campaigns that combine branded content, social, activation and retail, with a dash of ATL thrown in.

Creative Director, RAPP London – 2008-2011

Creative Director for Bacardi, Eurostar and Philips. Pushed creative thinking and innovation for my clients every day. Lots of concepting. Won a lot of pitches.

Head of Digital Copy, Saatchi & Saatchi London – 2007-2008

Led interactive creative for the agency, alongside digital Creative Director.

Head of Writing, Rufus Leonard – 2006-2007

Learned a lot about brand strategy and development.

Creative Lead, AKQA London – 2002-2006

Amazing learning experience at the best digital creative shop in London

Education	University of East London – B.A. (Hons) Visual Theory & Literature (2:1) - 1993 Institute of Education, University of London - PGCE (Post-Compulsory) - 1996
Skills	Ideas; copywriting; business leadership and team management; digital strategy; brand development; User Experience
Awards	Winner of 33 international creative festival awards in the last 5 years, including Lynx, Cristals, D&AD and Effies. My work has been frequently recognised throughout my career, including a Cannes Lion and a number of digital awards in the UK.
Other experience	Guest tutor in Advertising at the American University of Dubai and Direct Marketing Association in the UK
Secret identity	I post poetry and art on Instagram as @MysticTris and have exhibited my work in Dubai