

Mark Taylor

CREATIVE DIRECTOR (WRITER)

Mark is a senior creative specialising in content, campaigns and experiences. Mark helps brands find their voice and enjoys bringing their stories to life in disruptive, compelling ways. Mark has had the privilege of working internationally across a broad range of industries over the past 15+ years, with a special interest in technology, music and nutrition.

Available for project-based work, big or small!

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PUBLICIS GROUPE

Paris, Shanghai, Beijing

Global Creative Director

- Creative leadership, Campaign Development, Production Oversight
- Global brand workshops and creative hothouses
- Included 1 year in China (2018); oversight of campaigns, content and digital transformation for Nestlé in China
- Clients included Nestlé, Nescafé, Nestlé Health Science, Dacia, Samsung

ARCADE

Singapore, Jakarta, Shanghai, Tokyo

Co-Founder, Chief Creative Officer

- Oversight of agency growth from 4 to 140+ Arcadians over 8 years
- Grew agency culture of 'Creative Entrepreneurship'
- Creative leadership and mentorship
- Lead new business initiatives
- Sold agency to Publicis Groupe in 2014
- Clients included Airbnb, Apple, Citibank, Google, Unilever, Heineken, McDonald's, Shiseido
- Guest speaker at Google, ad:tech

OGILVY

Singapore

Regional Creative Director - Digital

- Creative leadership
- New business
- Regional Digital Agency of the Year
- Creative Agency of the Year
- Production oversight across all media, including digital innovation
- Active member of Ogilvy's Digital Innovation Lab
- Clients included American Express, DHL, Coca-Cola, IBM, Nike, Nokia, Yahoo!

M&C SAATCHI

Singapore

Creative Group Head - Digital

- Managed digital creative department
- Conceptual & creative direction.
- Integrated digital department with the rest of the agency.
- Clients included Blizzard Entertainment, Coca-Cola, E-Bay, Singapore Institute of Management (SIM), Development Bank of Singapore (DBS), Qantas
- Guest speaker at RESFEST

FABRICA

Treviso, Italy

Grant Holder

- Research & Development for interactive media
- Interaction design
- Digital Innovation, including global video project United People
- Worked on book 'The Art of Experimental Interaction Design' published by IdN
- Worked on publication of COLORS Magazine online

