



Tony Snow

Creative Director & Art Director

Call me Snowy, most people do. I'm a very experienced and passionate Creative Director/Art Director who not only loves coming up with ideas but loves writing too (as any writer who has worked with me will testify). I've worked above-the-line, through-the-line and below-the-line and have produced work in every medium possible.

I've been creating ideas for some of the biggest brands at some of the biggest agencies for 30 years (Saatchi & Saatchi my favourite). I've been Creative Director, Group Head and Brand Guardian on many of them.

I like to have fun. Work without fun is like having a sausage sandwich without brown sauce – a complete no-no!

I'm a people's person and love mentoring, teaching and coaching those around me. Being a qualified Corp & Exec Coach, NLP Practitioner and Life Coach has helped me enormously as a Leader.

I had no idea I'd still be creating ideas nearly 30 years after getting in to this business, but I am. And I'm loving it.

Metia – August 2019 – May 2020

Position: Contracted Creative Director

Joined this B2B Global Digital Marketing Agency as Creative Director to help them progress to the next level. I was also on the Senior Leadership Team contributing to the running of the agency.

I was in charge of a department of full time designers, writers and developers, as well as being responsible for bringing in freelance creatives from different disciplines. I introduced a proper working process/system that has now got them working like any other agency. Gone is the old system of not getting enough information from the clients, leading to frustrated creatives and average work.

Brands: Dell Technologies, Microsoft, Amazon Web Services, Finastra, Attraqt, Intel, Verizon and Workday.

Media: Videos, social (LinkedIn, FB and Twitter), emails, presentations, Branding/logos, Sales Tools, PP, banners and websites.

Sector: Technology, B2B.

“Tony has an incredible ability to direct and interrogate a creative brief in order to get the best results possible. During his time at Metia he has supported the creative team immensely and helped push the boundaries of the agency's creative output into new directions. He's a pleasure to work with, dedicated to doing a good job, and definitely not afraid to work until the best possible result is achieved” Matt Robinson – Account Director

“Working with Tony was an absolute pleasure, his leadership and creative guidance are second to none. It's clear that his (many ;)) years in the business have given him a wealth of knowledge that he can lean on to extract the best solution from a brief. His views and experience are shared with good grace and humour although he has a steely edge when he thinks the creative solution is compromised. I'll miss working with him” Laurence Krzyzanek – Head of studio

Various agencies – June 2015 – July 2020

Position: Creative Director/Art Director

Agencies: Spark 44, Keko, Proximity, Lida, MRM McCann, McCann Health, Oliver, Geometry@JWT, Ogilvy & Mather, ForeverBeta, Blue Latitude Health, Agency Space, Arc Worldwide and We are Alexander.

Brands: Jauar, Land Rover, O2, Royal Mail, Ikea, John Lewis, Cisco, P&O Ferries, Vauxhall, Barclaycard, Guinness, Heineken, Stella Artois, GSK, British Airways, VW, Virgin, TSB, Economist, Bentley and Starbucks.

Media: Press, posters, social (LinkedIn, FB and Twitter), film, emails, banners, in-store and direct mail.

Sectors: Shopper Marketing, Experiential, Financial, Automotive, Alcohol, Retail, Technology, Entertainment, Healthcare, Travel, B2B, B2C.

“Tony is a pro. His combination of true creativity, attention to detail and client-facing charm made my job very easy” Andy Davis – CD Ogilvy & Mather

“I worked with Tony aka Snowy on Barclaycard and found him to be one of the funniest, down to earth, knowledgeable and talented creatives I've ever met. He has a wealth of brand and sector experience and is always on the pulse with culture and customer behaviour. I loved his willingness to adopt new ways of working, a trait that is often lacking in this industry. As well as being great at big ideas, he's also a consummate craftsman”

Mitul Chauhan – Business Director/GAD

The Communications Agency – Nov 2012 – April 2015

Position: Art Director/Creative Director

I was Creative Director on Vue, Thorntons and Bobby Moore Cancer Fund.

Brands: Thorntons, Vue Cinemas, Bobby Moore Cancer Fund, Nat West/RBS, London School of Economics, American Express, Balvenie, Hendricks Gin and Argos,

Media: Press, posters, social, film, experiential, radio, PR, ambient and direct mail.

Sectors: Financial, Charity, Entertainment, Alcohol, B2B & B2C.

“I count myself incredibly lucky to have worked with the Indomitable Snowman while at TCA. Tony is an ideas man par excellence and a brilliant art director. Energetic, passionate and totally focussed on creating really interesting and relevant work. The drive of the man knows no bounds. This said, he’s also a brilliant mentor with students, and his enthusiasm is infectious”

Alex Pear – Senior Writer

The Marketing Store – Feb 2012 – Nov 2012

Position: Head of Art/Group Head

Brands: McDonalds, Clover, Fibre 1, Cheerios, Robinsons Squash, Sol, Country Life, Cheesestrings, Yellow Tail Wine and BP.

Media: Press, posters, social, ambient, in-store, direct mail.

Sector: FMCG, B2C.

“Tony is one of those rare creatives who brings both experience and passion to every job he works on. Which is why I hired him to help me drive TMS’s integration forward. His ideas are always imaginative and he won’t rest until the executions have been crafted to his exacting standards. More than that though, Tony really cares about not just the work, but the agency he’s at. He proactively looks to mentor and develop junior talent, as well as constantly striving to find new ways to make his agency a more creative and inspiring place to work”

Graham Wall – CEO Redwood

Various agencies – 2010 – 2012

Position: Freelance Art Director/Creative Director

Agencies: Proximity, Table 19, Tequila/TBWA, Publicis Moscow.

Brands: Holiday Inn, Shell, Royal Mail, Fairy, RNLI, Sky, Coca Cola, Yellow Pages, Sainsbury’s, Aviva and CapitalOne.

Media: Press, posters, social (LinkedIn, FB and Twitter), film, emails, banners, in-store and direct mail.

Sectors: Shopper Marketing, Experiential, Financial, Charity, Technology, Retail, B2B & B2C.

“Snowy knows everyone – and if you’re reading this you’ll soon wonder why you’ve never met him. He’s worked at (and learned from) nearly all the top brand, direct and digital agencies in London. And as such, he’s the consummate through-the-line creative. You can see from his portfolio that he delivers the goods and knows how to carry and craft an idea through any channel”

Rob Kavanagh – ECD Oliver

Publicis Dialog– 2007 – 2010

Position: Senior Art Director

Brands: Hewlett Packard, EON, Zurich Insurance, Renault, Wonderbra, Army, Texaco and LG.

Media: Press, posters,, TV, websites, online banners, ambient, social and direct mail.

Sectors: Technology, Financial, Automotive, B2B & B2C.

“Working with Tony was an inspiration. His passion for every brief never dulled and he made sure that every piece of work was always as perfect as it possibly could be. His sense of humour isn’t to be missed either!”

Adam Balogh – Creative at BBDO SF

“Tony is a great media neutral creative who can create large platform ideas in different channels. He always leverages new technology and makes ideas that people want to spend time with”

Guy Bradbury – Founding Creative Partner Atomic

My career from 1988 – 2007

Various agencies – 2005–2007
Saatch & Saatchi – 2002–2005
Rapier – 2000–2002

Various agencies – 1998–2000
CDP – 1996–1998
DMB&B – 1992–1994

Travis Dale & Partners – 1990–1992
Delaney Fletcher Delaney – 1988–1990

To see my work, find out a bit more about me and read lots more testimonials from industry leaders, please go to tonysnowcreative.com. If you want to get in touch, call me on **07984 304174** or email me at t2.snow@btinternet.com. Thank you.