

YOU'VE FOUND YOUR UNICORN

STRATEGY | CONCEPT | CONTENT | PRODUCTION

I HELP SHAPE YOUR BUSINESS
STRATEGY, DEVELOP BIG IDEAS
AND CONCEPTS, CREATE AND MAKE
CONTENT, AND ENSURE YOUR WORK
ACTUALLY GETS PRODUCED.

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ExxonMobil

 Mercedes-Benz



 PEPSICO



Alpheios 



Rockpanel 

WEIR

BASF
We create chemistry

DSM

 Stamicarbon

 DHL
WORLDWIDE EXPRESS

MOST PEOPLE ARE EITHER STRATEGIC THINKERS OR CREATIVE MAKERS.

I'M BOTH.

I HELP BUSINESSES TURN STRATEGY INTO IDEAS, IDEAS INTO CONTENT, AND CONTENT INTO RESULTS – BUILDING BRANDS, ENGAGING EMPLOYEES, STRENGTHENING COMMUNICATIONS, AND DELIVERING MARKETING THAT WORKS IN THE REAL WORLD.

THE BEST PART? I'M HAPPY TO JUMP IN AT ANY POINT IN THE PROCESS.

STRATEGY ALREADY IN PLACE? I'LL TURN IT INTO COMPELLING CREATIVE IDEAS. CREATIVE CONCEPT APPROVED? I'LL BRING IT TO LIFE THROUGH CONTENT, PRODUCTION, AND DELIVERY. AFTER ALL, 100% OF IDEAS THAT DON'T GET MADE, DON'T GET RESULTS.

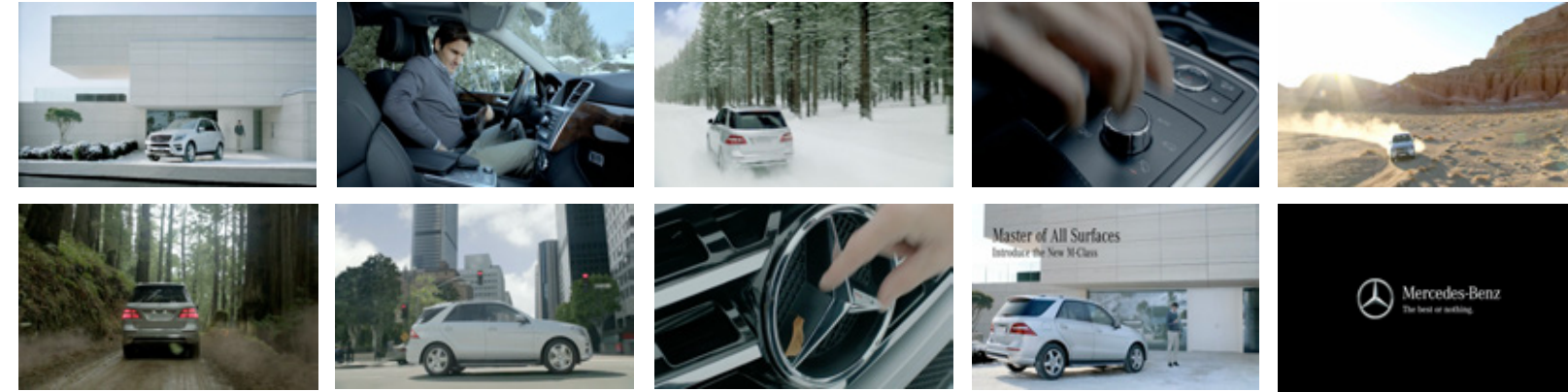


MATT PHILLIPS

STRATEGY | CONCEPT | CONTENT | PRODUCTION

FULLY INTEGRATED CAMPAIGN SPECIALIST

Building a global success story
3 YEAR ENGAGEMENT



Positioning: The Best or Nothing

Challenge

Originally brought into BBDO Beijing to help pitch and win the Mercedes-Benz and smart accounts, what began as a short-term assignment evolved into a three-year leadership role overseeing a creative production department of more than 50 people.

Operating within one of the world's fastest-growing automotive markets, I led the development and delivery of culturally relevant campaigns that balanced global brand standards with local market insights. The role required navigating a complex stakeholder environment while delivering integrated communications across multiple channels and customer touchpoints for both Mercedes-Benz and smart.

Impact

- Supported Mercedes-Benz China's growth into the brand's largest global sales market within a year
- Delivered multiple award-winning campaigns recognised both locally and internationally
- Built and scaled the creative department from a three-person pitch team to more than 50 full-time creatives
- Established efficient production processes capable of supporting large-scale national campaigns

Tools

- Creative Strategy
- Brand Positioning
- Integrated Campaign Development
- Product Launch Campaigns
- Launch Events
- Showroom Experience Design
- Art Direction
- Photography
- Film Direction
- Director of Photography (DOP)
- Film Production
- Direct Mail
- Web Design
- Brochure Design
- Premiums & Promotional Materials
- Stakeholder Management
- Team Leadership & Creative Operations

MATT PHILLIPS

STRATEGY | CONCEPT | CONTENT | PRODUCTION

REGIONAL B2B BRANDING EXPERT

Creating a different approach in a traditional market
8 YEAR ENGAGEMENT



Positioning: There before you need us

Challenge

For more than eight years, I partnered with Koenen en Co to lead and shape both their internal and external communications. I developed their mission statement, defined their business pillars, and created a client-focused positioning platform built around the promise: "There before you need us."

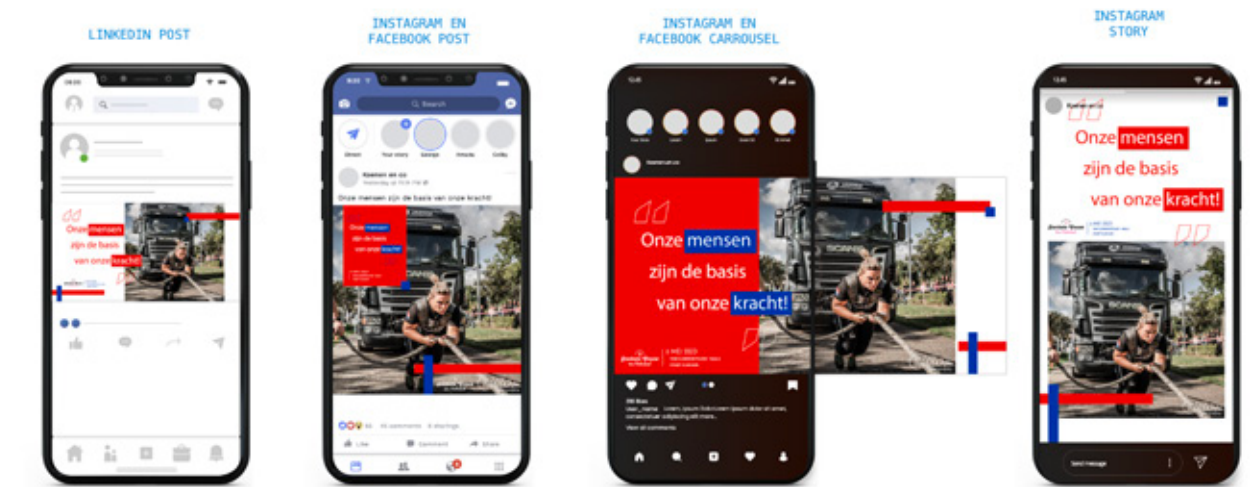
To support this strategic direction, I refreshed the brand identity, established a new corporate look and feel, developed comprehensive brand guidelines, and created a suite of business-to-business communication tools. The goal was to strengthen market presence, build employee engagement, and position the firm as a leading financial services brand within the region.

Impact

- Increased client enquiries and new business acquisition
- Strengthened employee engagement, attraction, and retention
- Established a distinctive and recognisable brand within the financial services sector
- Created a scalable brand platform that supported a successful and highly profitable merger

Tools

- Brand Positioning
- Creative Strategy
- Brand Identity Design
- Employer Branding
- Brand Guidelines
- Training Tools
- Website Design
- Website Assets
- Copywriting
- Newsletters
- Brochures
- Photography
- Film Production
- Animation
- Social Media Content
- Events & Brand Experiences



MATT PHILLIPS

STRATEGY | CONCEPT | CONTENT | PRODUCTION

GLOBAL B2B COMMUNICATIONS PARTNER

Strategic creative branding and communications partner for a mining giant
12 YEAR ENGAGEMENT

NEXT Intelligent Solutions

Surround yourself with next level knowledge

Weir's NEXT Intelligent Solutions deliver you the knowledge you need today to reach peak performance mining.

You've trusted us for over 150 years to deliver highly engineered solutions. Now we want to help you unlock even more potential.

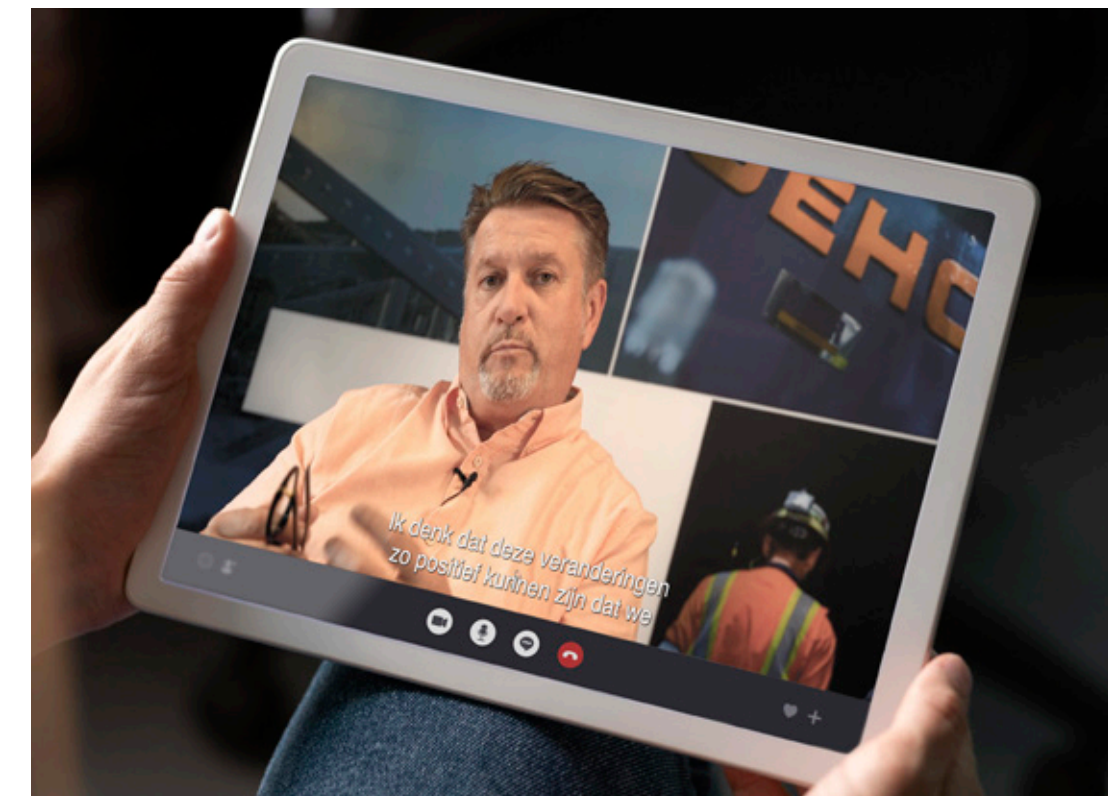
Weir's NEXT Intelligent Solutions provide a deep understanding of your mining operations through digitally empowered equipment and systems. Utilise real-time data to make informed decisions, boost operational efficiency with predictive monitoring, and embrace cutting-edge automation.

Take your performance to the next level.

www.global.weir/NEXT

WEIR
Mining Technology for a sustainable future

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Positioning: Weir - in it together

Challenge

Over a 12-year partnership with WEIR Minerals, I worked as a strategic and creative partner supporting global marketing, communications, product launches, and organisational change initiatives.

My role focused on transforming complex technical and industrial propositions into clear, engaging, and scalable communication systems. Working closely with senior leadership and global stakeholders, I developed communication frameworks that aligned business objectives with customer needs across multiple markets and channels.

In 2019, I was embedded within the Venlo office as Interim Marketing & Communications Producer, providing hands-on creative leadership, improving internal alignment, and accelerating the delivery of key business and transformation projects during a period of growth and change.

Impact

- Supported sustained year-on-year business growth through strategic communication initiatives
- Developed and delivered globally adopted product launch and communications programmes
- Improved alignment between global teams, stakeholders, and business objectives
- Established scalable communication frameworks that increased consistency, efficiency, and speed to market
- Successfully managed stakeholders, teams, timelines, and creative delivery across multiple international projects

Tools

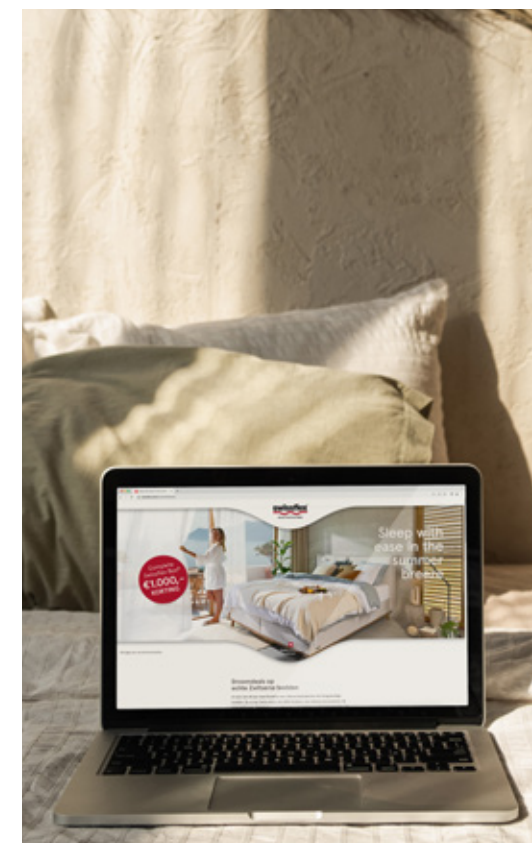
- Strategic Communications
- Brand Strategy
- Campaign Development
- Product Launches
- Technical Documentation
- Copywriting
- Film Production
- Photography
- Animation
- Exhibition & Expo Design
- Events & Experiences
- Employer Branding
- Website Assets
- Social Media Content
- Stakeholder Engagement
- Internal Communications
- Organisational Change Communications

MATT PHILLIPS

STRATEGY | CONCEPT | CONTENT | PRODUCTION

REGIONAL B2C BRAND BUILDER

Building a brand others can only dream of
5 YEAR ENGAGEMENT



Positioning: The Bed of Your Dreams

Challenge

A premium Swiss sleep brand, Swissflex needed a clear emotional positioning beyond product features.

I developed the strategic direction and led the creative execution for over four years, developing the brand idea and bringing it to life - through perfect production - across campaigns, in-store design, promotions, branding, and social media.

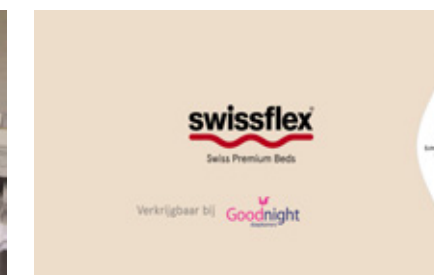
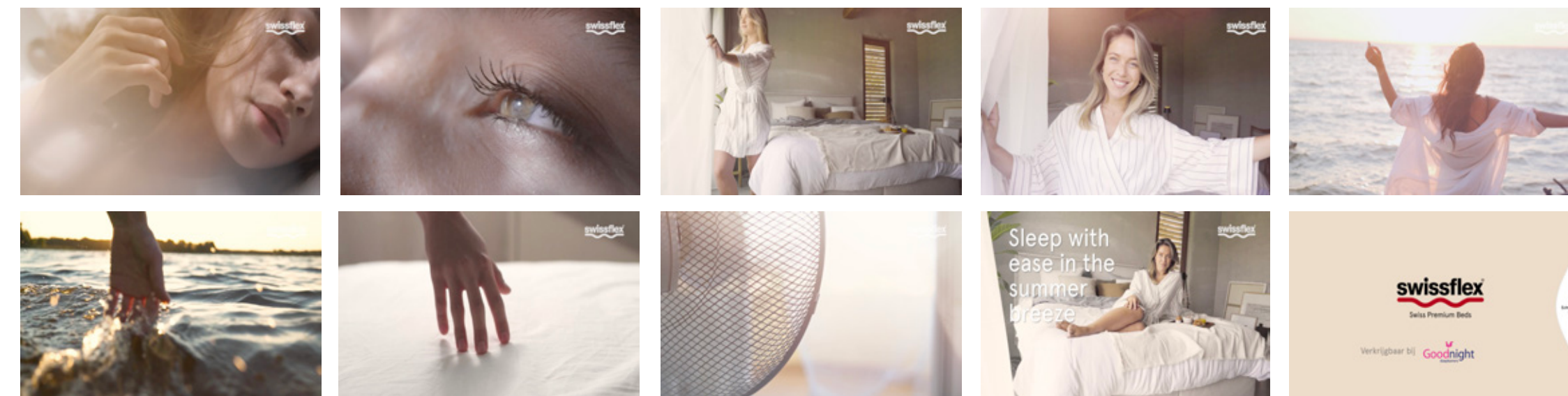
The result was a consistent brand world built around comfort, precision, and better sleep - positioning Swissflex as more than a bed, but as the foundation of rest.

Impact

- Produced social media films with over 3.6 million views
- Produced all materials for campaigns including digital, photography and animation
- Produced all in-store merchandise and sales support materials
- 151% return on investment (ROI)

Tools

- Creative Strategy
- Brand Positioning
- Integrated Campaign Development
- Product Launch Campaigns
- Launch Events
- Showroom Experience Design
- Art Direction
- Photography
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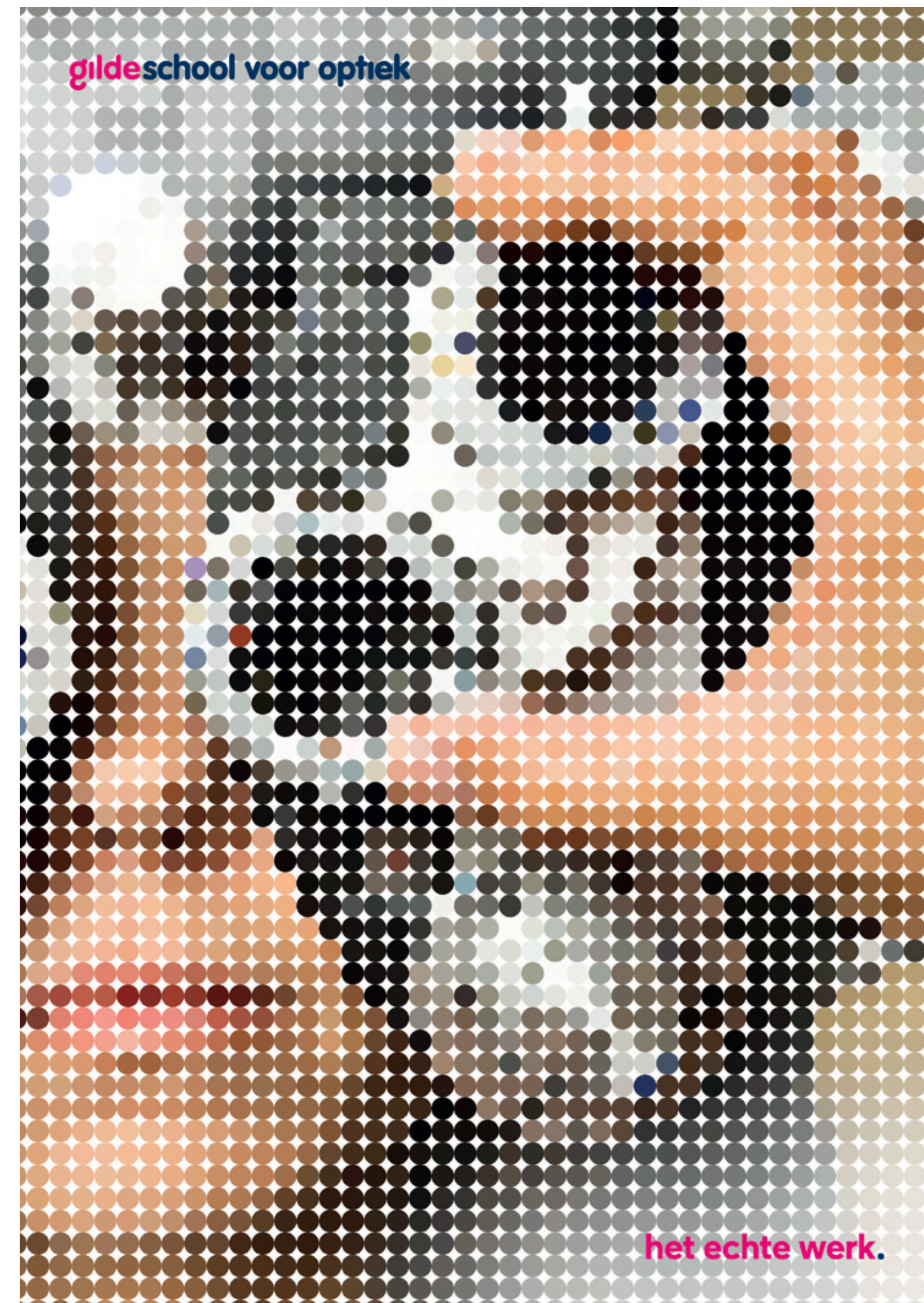
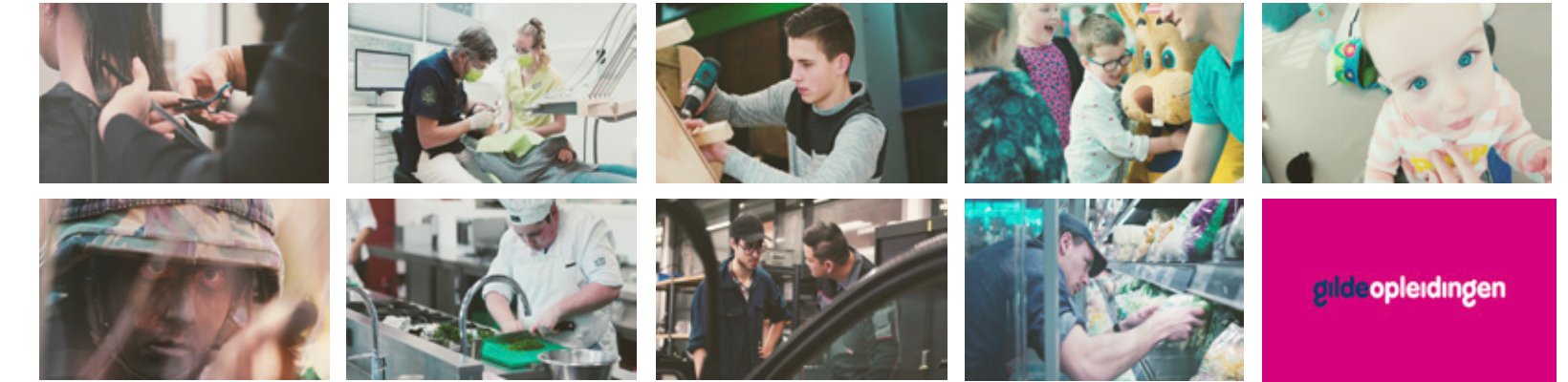


MATT PHILLIPS

STRATEGY | CONCEPT | CONTENT | PRODUCTION

REGIONAL EDUCATION SPECIALIST AND MENTOR

Focussing on the next generation of real workers
4 YEAR ENGAGEMENT



Positioning: The Real Work (het echte werk)

Challenge
The real work

Gilde Opleidingen is one of the largest vocational education providers in the south of the Netherlands, helping students develop the practical skills and knowledge needed to build successful careers.

The challenge was to stand out in an increasingly competitive education market, where students and parents are faced with an overwhelming number of study and school options. Rather than focusing solely on courses and facilities, we developed a communication strategy that showcased education through the eyes of the students themselves.

By highlighting real experiences, ambitions, and learning journeys, we created engaging campaigns and content that brought individual study programmes to life, helping prospective students and their families make informed decisions during open days and throughout the recruitment journey.

Impact

- Increased engagement with prospective students and parents across multiple channels
- Strengthened Gilde Opleidingen's position as a leading vocational education provider
- Created a more authentic and student-centred brand experience
- Supported student recruitment through compelling open day and enrolment campaigns
- Reinforced key strengths identified through independent research, including internships, student support, and school atmosphere

Tools

- Communication Strategy
- Campaign Development
- Website Assets
- Study & Recruitment Materials
- Social Media Content
- Film Production
- Animation
- Open Day Campaigns
- Student Engagement
- Content Creation
- Copywriting
- Photography Direction

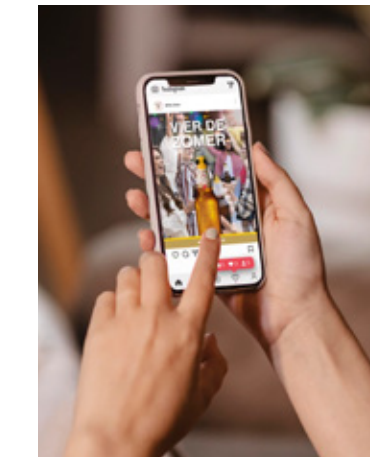
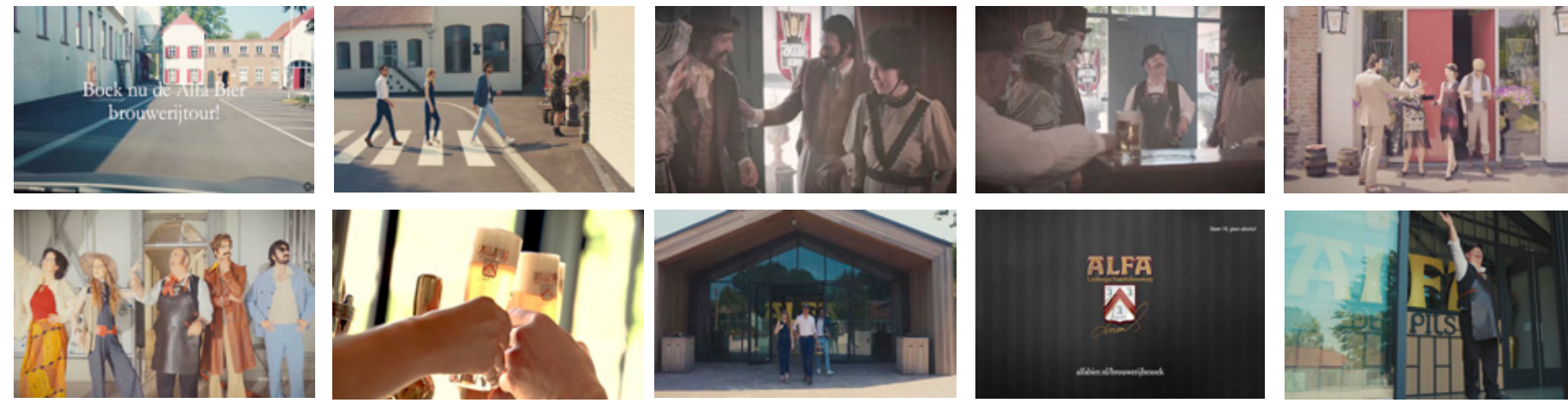


MATT PHILLIPS

STRATEGY | CONCEPT | CONTENT | PRODUCTION

BRAND STRATEGY AND MARKET EXPANSION SPECIALIST

True to the brand - true to yourself
8 YEAR ENGAGEMENT



Positioning: True to ourselves, true to you.

Challenge

Alfa Bier is a fourth-generation family-owned brewery with strong regional loyalty in Limburg but limited visibility across the wider Dutch market.

For almost a decade, I created and produced all items required, including films, events, marketing materials, animations, social content, websites, product rebranding and launches. I was responsible for the brand's long-term positioning, creative direction and market expansion concepts through perfectly produced materials.

I led the whole production of repositioning the brand to balance heritage with modern relevance, developing a refreshed identity and communication platform applied across packaging, campaigns, product launches, events and experiential touch points.

Impact

- Increased national brand awareness across the Netherlands
- Helped secure distribution in leading supermarket chains and new retail channels
- Strengthened market share while maintaining regional loyalty
- Produced a refreshed brand identity and packaging system
- Supported sustained commercial growth and improved category positioning.
- Won multiple global packaging design awards

Tools

- Brand Positioning
- Creative Direction
- Brand Strategy
- Brand Identity Design
- Packaging Design
- Product Rebranding
- Product Launch Campaigns
- Integrated Campaign Development
- Film Production
- Animation
- Photography
- Social Media Content
- Website Design & Assets
- Copywriting
- Marketing Collateral
- Point-of-Sale Materials
- Events & Experiential Marketing
- Retail Activation
- Content Production
- Campaign Management
- Stakeholder Management

MATT PHILLIPS

STRATEGY | CONCEPT | CONTENT | PRODUCTION

AWARD WINNING PACKAGING AND PRODUCT DESIGN

People taste with their eyes

Across global markets and a wide range of categories, I have developed packaging and product innovation with a clear belief: people “taste with their eyes” long before they ever experience the product itself. Packaging is often the first moment of truth for a brand, and one of the most influential touchpoints in shaping perception, preference, and purchase behaviour.

My focus has been on creating packaging systems that do more than stand out on shelf—they communicate positioning, reinforce brand equity, and translate strategy into tangible, physical experiences. From concept development through to final execution, I combine strategic thinking with hands-on craft to ensure consistency, clarity, and impact across every touchpoint.

This work has required leading multidisciplinary teams across strategy, design, and production, often operating in fast-moving, highly competitive categories where precision and speed are critical. I take an active role in shaping creative direction, developing concepts, art direction, design, and copywriting, while also presenting directly to clients to ensure clarity and confidence in the work.

The result is packaging that not only elevates brand perception, but strengthens commercial performance by making products more desirable, more distinctive, and more memorable at the point of sale.



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STRATEGY | CONCEPT | CONTENT | PRODUCTION

BRAND POSITIONING, VISUAL IDENTITY AND GUIDELINES

A visual signature and style that never goes out of fashion
8 YEAR ENGAGEMENT

I create brand identities that are designed to last - visual signatures and systems that feel as relevant years from now as they do on day one. Like good style, they are rooted in clarity, restraint, and intent rather than trend-driven decoration, which is why they continue to hold their value over time.

Whether working with ambitious start-ups aiming to disrupt their category, or established market leaders undergoing strategic refreshes, my focus is always the same: to define a clear, distinctive brand language that people can recognise instantly and remember effortlessly.

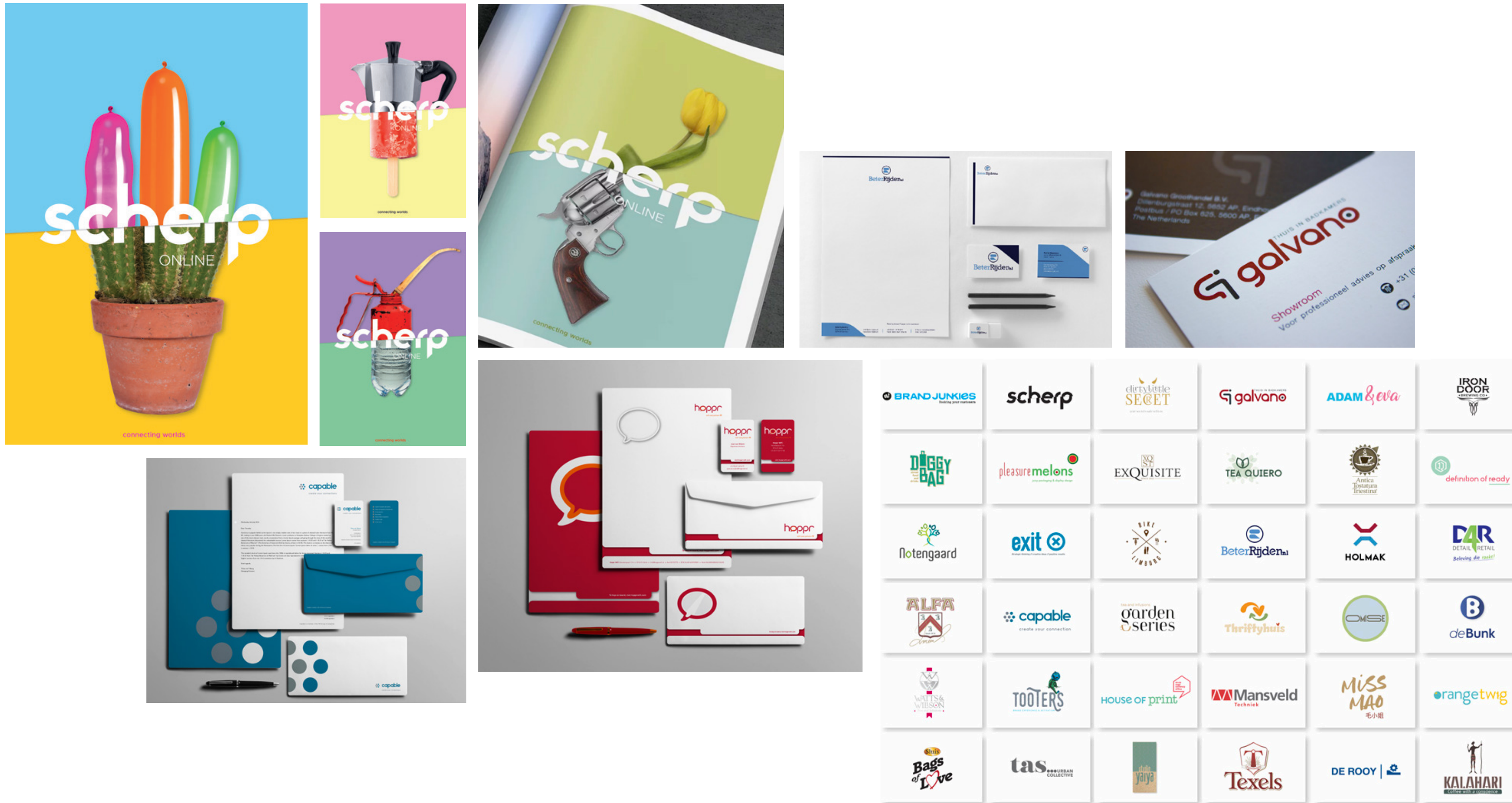
I develop identities that go beyond aesthetics to express positioning, personality, and purpose in a consistent and meaningful way.

These systems come to life through visual signatures, house styles, tone of voice, and communication frameworks that ensure coherence across every touchpoint. From brand books and corporate guidelines to targeted messaging systems, I build the tools that allow organisations to communicate with confidence and consistency at scale.

The result is not just a brand that looks good, but one that feels inevitable - distinct enough to stand apart, yet timeless enough to evolve without losing its core identity.

Services

- Brand Strategy
- Logo Design
- Visual Identity Systems
- Brand Guidelines
- Application to Assets
- Social Media Branding
- Marketing Collateral
- Website Branding
- Rebranding Projects

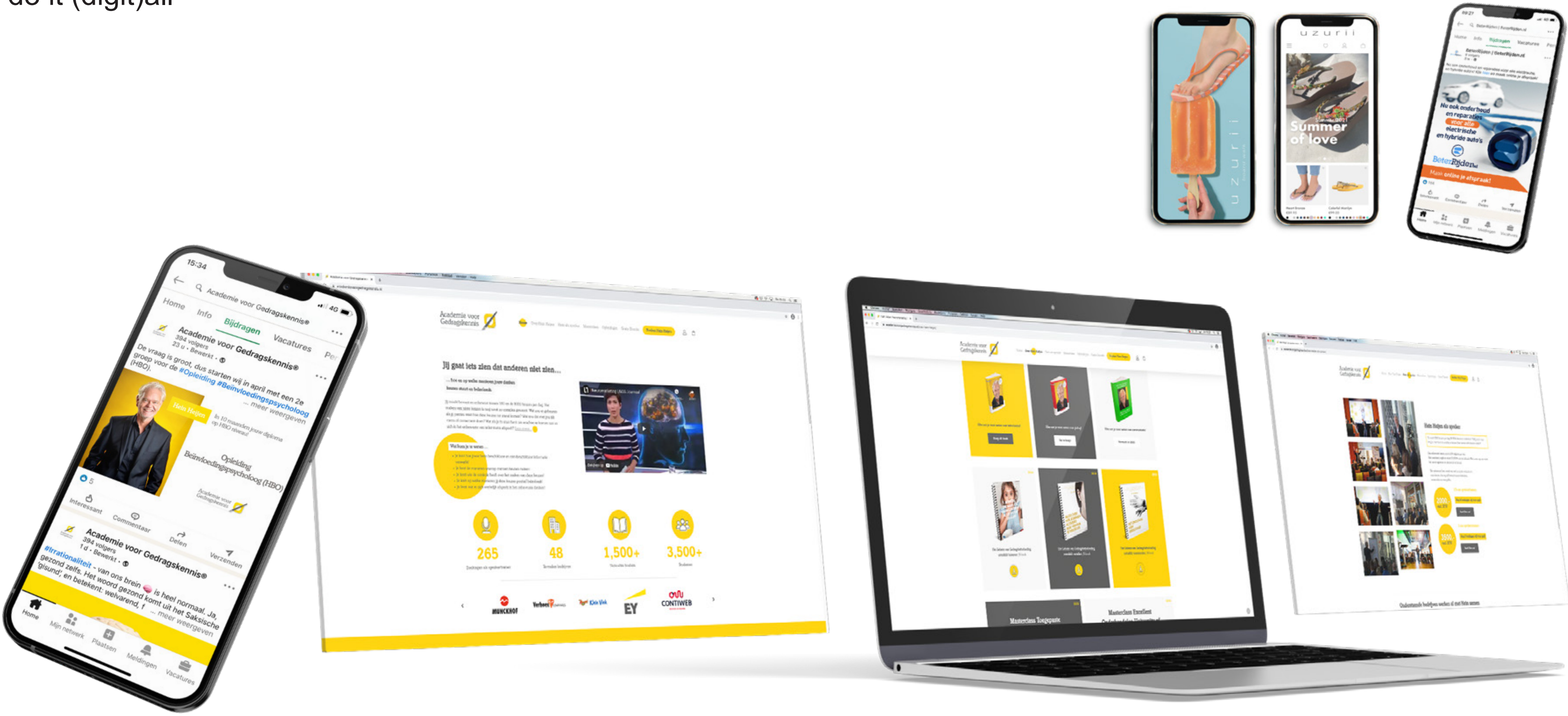


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STRATEGY | CONCEPT | CONTENT | PRODUCTION

DIGITAL CREATION (SOCIAL MEDIA CONTENT AND WEBSITE DESIGN)

I do it (digit)all



Digital channels have fundamentally reshaped how brands communicate, sell, and build relationships. They offer unprecedented reach, precision, and efficiency, but they also demand constant output, rapid turnaround, and continuous adaptation. In this environment, design can easily become compressed into speed alone, often at the expense of clarity and craft.

I believe good digital work doesn't need to be compromised by pace. Even in fast-moving channels, the strength of an idea, the quality of the design, and the care behind the execution remain what make content effective. A rushed or under-considered asset is immediately visible, and so is a well-crafted one.

My approach is to treat digital content with the same discipline as any larger campaign. Whether it's a single social post, a full content system, or a multi-page website, each element should work as part of a coherent brand experience. The goal is always consistency across touchpoints, ensuring that every interaction reflects the same level of thought and quality.

Alongside content creation, I design and build websites that connect brand storytelling with user experience and functionality, linking messaging to clear business outcomes such as engagement, conversion, or enquiry. I also specialise in writing concise, effective copy that supports both clarity and tone of voice across platforms.

Ultimately, I see digital not as a separate discipline, but as an extension of brand thinking - where strong ideas, well-executed design, and considered communication work together to build meaningful and lasting impact.

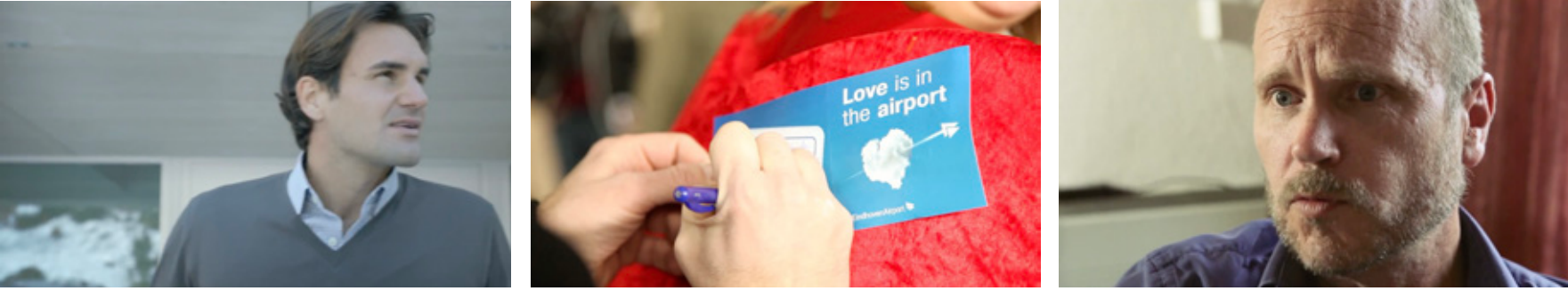


MATT PHILLIPS

STRATEGY | CONCEPT | CONTENT | PRODUCTION

FILM, ANIMATION AND PHOTOGRAPHY

From concept to full production management and direction



Over the course of my career, I've created hundreds of films and animations for brands, organisations, and agencies around the world. From large-scale productions featuring internationally recognised talent to agile social media content produced on modest budgets, I've learned that the success of a film is never defined by its budget—it's defined by the strength of the idea and the clarity of the story.

My experience spans every stage of the process, from concept development and scriptwriting through to production, direction, and final delivery. Whether creating a brand film, product launch, employer branding campaign, customer story, animation, television commercial, or digital content series, my focus is always on finding the most engaging and effective way to communicate the message.

I am equally comfortable leading complex productions involving large crews, multiple stakeholders, and international locations as I am developing fast-turnaround content for digital channels. This breadth of experience allows me to scale ideas appropriately, ensuring the creative ambition always matches the objective, audience, and budget.

Animation has also played an important role in my work, helping brands simplify complex products, explain technical services, and bring stories to life in ways that live-action sometimes cannot. From simple motion graphics to fully developed animated campaigns, I use movement and storytelling to create content that is memorable, engaging, and easy to understand.

Regardless of the format, my approach remains the same: develop a strong idea, tell the story clearly, and produce work that people genuinely want to watch. After all, the most effective film is not the one with the biggest budget, it's the one that leaves a lasting impression.

To see any of my films or animations, please contact me at hello@mattphillips.nl

SPACIAL DESIGN (OFFICES, RETAIL AND INTERIORS)

Spaces you can step into before they exist

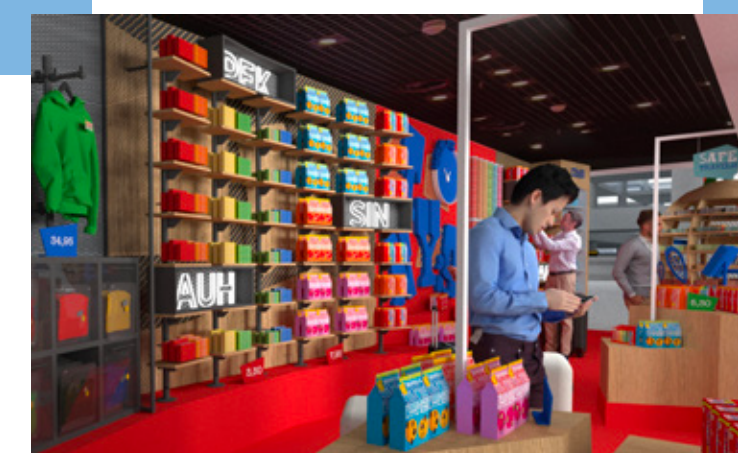
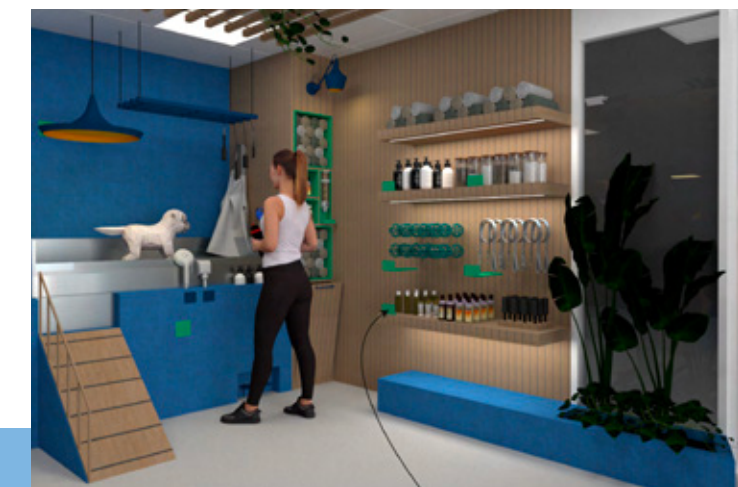


In the past, I visualised spatial ideas in Photoshop - layering environments to communicate mood, flow, and intention. While those skills formed a strong foundation, the tools have evolved significantly. Today, 3D software and AI-driven visualisation allow ideas to be explored with far greater depth, realism, and speed.

I now develop spatial concepts in three dimensions, working closely with a specialist 3D production partner who translates my ideas into highly accurate SketchUp models. While I don't build the technical models myself, I art direct and direct every stage of the process - ensuring proportion, layout, materiality, and experience are all aligned with the original concept.

This collaborative workflow allows me to focus on the creative and strategic intent behind each space, while ensuring the final output is precise, realistic, and production-ready. Every measurement is accurate, meaning what the client sees on screen is exactly what can be built in reality - whether it's an office environment, retail space, or exhibition stand.

The result is a seamless bridge between concept and construction: immersive 3D visuals that don't just represent an idea, but confidently prepare it for execution in the real world.



MATT PHILLIPS

STRATEGY | CONCEPT | CONTENT | PRODUCTION

TIMELINE AND EXPERIENCE

Highlights of my career (so far)

matt phillips

Eindhoven - Netherlands
2 years

Strategic and creative Unicorn

I'm a self-employed (ZZP) creative thinker, maker, and doer, working on location and remotely with clients and agencies both locally and globally.

As a registered business with the KvK, I operate as a boutique creative partner - assembling the right specialists when needed to scale projects efficiently while maintaining consistency, speed, and quality.

My work is built on long-term trust, relationships, and repeat collaboration. I take a hands-on approach from concept to delivery, staying closely involved until the work is right for both the client and the outcome.

I work across brand strategy, campaigns, packaging, digital content, employer branding, and integrated communications - connecting ideas across platforms to create clear, effective brand experiences.

With global experience across industries, I quickly translate complex challenges into strong creative direction and practical solutions that deliver real impact.

Comfortable operating at C-suite level, I work closely with senior stakeholders to help formulate, or translate business strategy into creative direction and ensure alignment from concept through to delivery.

Expertise

- C-suite Management
- Concept Development, Design,
- Copywriting & Art Direction
- Production
- Brand Strategy & Integrated
- Campaigns
- Packaging & Identity Systems
- Digital Content & Website Design
- Employer Branding & Internal Communications
- Film, Animation & Social Content

Highly motivated | Team player | 7 creative awards | 15+ new clients



Eindhoven - Netherlands
12 years

Group Creative Director

Played a pivotal role in expanding the company's services beyond the local market, and grew the client portfolio with regional and international business wins.

Achieved the owners' vision of creating a culture of creative and account excellence.

Tasked with developing an inexperienced team with an ambitious goal: achieve International recognition for outstanding creativity. Delivered by winning the prestigious RedDot Design Award in year 1.

Transformed the company into a full-service, creative and strategic marketing powerhouse by implementing industry best practices and common sense.

Leveraged years of experience to craft a unique creative approach that fueled the company's success and overall growth.

100% pitch win success | 8 creative awards | 20+ new clients



Beijing - China
3 years

Executive Creative Director

Responsible for the sales strategy, and creative concept development, art direction, design and production for all marcomms materials for Mercedes-Benz and SMART.

Managed the creative department with over 50 local and international FTEs, driving the overall growth of the agency and it's reputation for outstanding strategic thinking and creativity.

Delivered award-winning, fully integrated campaigns that earned several International Effies, dozens of national awards, and helped make China the biggest selling market for Mercedes-Benz on the planet.

4 Effies | 50+ Local FTEs



Singapore
8 years

Regional Creative Director

Led the Asia Pacific region for the ExxonMobil (Esso and Mobil) account, playing a key role in the global relaunch.

Contributed to the successful repositioning and launch of products and services for major brands including Philips, DHL, and Johnson & Johnson.

Managed and built trust and engagement with diverse, multinational, and multi-racial teams.

Consistently delivered effective through-the-line campaigns for global, regional and local clients of all sizes.

31 Pitch wins | Global management team

SAATCHI & SAATCHI

Hong Kong
3 years

Design Director

Scouted to establish a specialist integrated design company within the Saatchi&Saatchi parent brand.

Led a groundbreaking transformation within 6 months, evolving Saatchi&Saatchi's global business model to embrace new innovative thinking and processes.

Recognized at Cannes International Creative Awards, and many local awards.

Pitch win success rate of 100% including winning Speedpost which was with previous agency for 14 years, AXA Insurance and more.

2x Agency of the Year | 100% Pitch success

About me

EDUCATION AND COURSES

- 9 GCSEs (C and above)
- Advertising and Design Degree
- Neuromarketing (Diploma)
- Harvard School of Business
- Good Habitz (20+ courses)

LANGUAGES

- English (native)
- Dutch (studying - 60%)
- Chinese (basic)

SOFTWARE

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere Pro
- Powerpoint
- EXACT
- Microsoft Office

OUTSIDE WORK

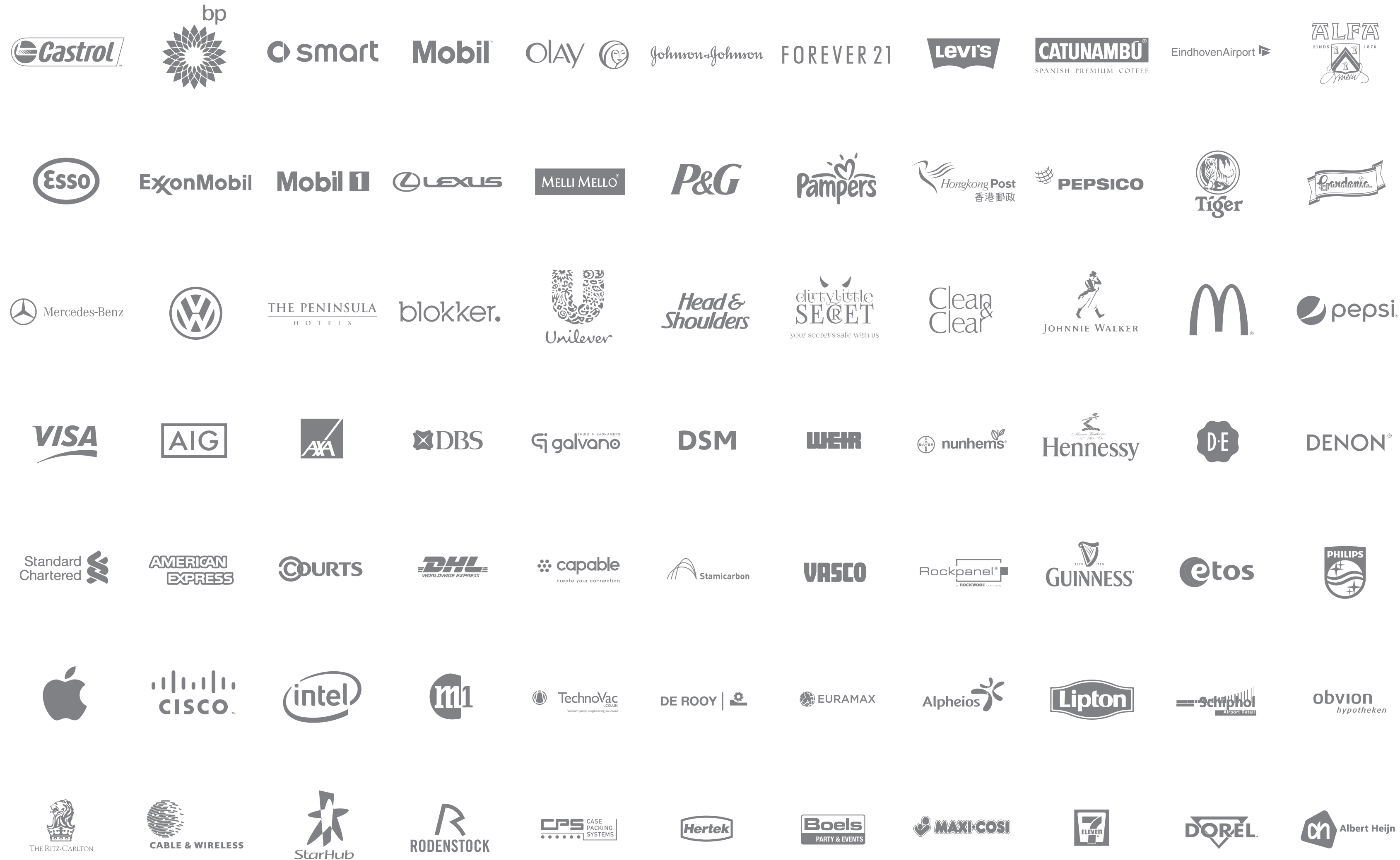
- Family
- Enduro/motorcross
- Mountain/race bike
- Obstacle course running
- Photography
- Playing guitar in my band








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STRATEGY | CONCEPT | CONTENT | PRODUCTION

IF YOU RECOGNIZE ANY OF THESE BRANDS, YOU MAY HAVE SEEN MY WORK

Great brands deserve a great creative experience



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-  British National
-  linkedin.com/in/mjphillips1
-  Full EU work Permit
-  mattphillips.nl

EXECUTIVE SUMMARY

With over 30 years of international experience across five countries, I've led multicultural, multidisciplinary teams within agencies of all sizes—building brands, shaping creative strategies, and delivering award-winning work across global markets.

I'm a creative strategist, team leader, and design director with a proven ability to turn complex challenges into clear, effective solutions that deliver measurable results. My work spans brand development, campaign creation, and content production, always with a focus on combining strong ideas with precise execution.

For the past two years, I've worked independently with a range of local and international clients and agencies, developing strategies, building concepts, and producing work that performs. At my core, I remain an art director—ensuring every idea is not only strategically sound, but beautifully and effectively executed.

SKILLS & EXPERIENCE

- B2B Specialist • B2C award winner • Team Leadership
- Business Development • Presentations • Personas
- Business Leadership • Brand Management
- Executive Management • Copywriter • Infographics
- Marketing & Sales • Event Creation & Management
- Customer Journey • Web Ads • Employer Branding
- Employer Engagement • Website Design • Visuals
- Photography • Target Marketing • Corporate Identity
- Brand Guidelines • Film Direction • Film Production
- Packaging Design • Direct mail • Film Editing
- Integrated Campaigns • Concept Design • Sketches
- Print Ads • Guerilla • Customer Engagement
- Concept Development • Creative Strategy
- Campaign Creation • Retail environments
- Point-of-sale...

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