

# Brendan Huston

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## Personal Information

### Address

32 Costells Edge  
Scaynes Hill  
Haywards Heath  
West Sussex RH17 7PY

### Contact

[bren@brendanhuston.co.uk](mailto:bren@brendanhuston.co.uk)  
+44(0)7736 326 585  
[LinkedIn](#)

### D.O.B

27 October 1975

### Software

Adobe Creative Suite  
Adobe Captivate  
MS Office, Figma  
Logic, Cubase, Mac OS

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## Employment History

2008 - Present

### Principal Creative Director

#### *Mint Creative, Brighton*

- Lead creative strategies to boost brand recognition and client engagement.
- Oversee team projects, enhancing collaboration and output quality.
- Spearheaded creative direction for campaigns, achieving substantial improvements in brand visibility and customer engagement for our clients.
- Coordinated cross-functional teams to deliver high-impact marketing solutions, fostering a culture of shared ownership and accountability.
- Enhanced brand storytelling through targeted campaigns, resulting in a noticeable increase in customer retention and engagement.
- Led client presentations with compelling narratives, successfully securing significant new contracts.

**Clients:** American Express, Aviva, ISS Facilities, L&G, Virgin, BA, Champagne Hatt & Soner, Ridgeview Wine, Bellwood Prestbury, NHS, Takeda, Novo Nordisk.

2005 - 2008

### Creative Director

#### *2m Communications, Tunbridge Wells*

- Led branding initiatives, enhancing market presence and achieving measurable recognition.
- Directed advertising campaigns, boosting client engagement and brand awareness.
- Oversaw art direction, ensuring creative consistency and high-quality visual output.
- Crafted compelling copy, driving effective communication and audience connection.

**Clients:** Codorniu, Brakes Food, BMW, Apple (EU), Easistore, Sonofi-Aventis, Takeda.

2002 - 2005

### Creative / Designer

#### *McCann Erickson, Manchester*

- Designed ATL/BTL marketing, boosting brand visibility and customer engagement.
- Crafted creative campaign concepts, enhancing customer interaction.
- Collaborated with teams to implement marketing strategies, ensuring on-time campaign execution.

**Clients:** Aldi, Peugeot, Co-op, Durex, Budgens, SCS, L&G, Bradford & Bingley.

2002 - 2005

### Creative (Design)

#### *3rd Butcher / 25th Agency, Cheshire*

- Designed compelling visuals for pitches, enhancing client engagement and securing new projects.
- Created innovative packaging designs, improving product visibility and consumer appeal.
- Collaborated on advertising campaigns, achieving measurable increases in market reach.

**Clients:** Ubisoft, Bethesda, Slendertone, Playstation, V-Tech.

1998 - 2002

### Course Leader / Lecturer / Designer

#### *School of Sound Recording, Manchester*

- Developed, delivered and marketed music courses, enhancing student enrolment and course visibility.
- Created promotional campaigns, boosting student recruitment through strategic advertising.
- Managed marketing for DJ Academy, aiding aspiring DJs in event promotion.

1995 - 1997

### Assistant Recording Engineer / Artist Development

#### *Pete Waterman Limited, Manchester*

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# Brendan Huston

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## Education

1995 - 1999

**SSR, Manchester**

BA (Hons) Audio Engineering (1st)

1991 - 1994

**Ridge Danyers College, Marple**

A Levels (Design & Communication, Media Studies, Physics, Music)

1987 - 1991

**Marple Hall School, Marple**

9 GCSEs incl. Design, Art, Business Studies, French, Maths, English, Core Sciences, Music.

## Outside of work

Homeowner, husband and father to two boys.

**Hobbies:** Music production. Playing guitar. Gaming.  
Car enthusiast. Travel. DIY. Food. Occasionally sailing.

## About

I'm passionate about helping people to deliver messages in a way their audience can relate to. Through quality design and choice wording, I believe ideas can be explained, emotions stirred and inspirations drawn.

I like to engage people, finding unique ways to connect, whether to educate, inform or entertain. I love solving problems by working with colleagues and clients to find elegantly efficient solutions.

As an experienced Team Leader and Project Manager, my background in the music industry showed me early on that effective collaboration where people have the freedom to challenge themselves yields the best results. This has helped lead to a consistent track record of work, that over-achieves its target results, as part of a team of people who are proud to exceed expectations again and again.

[View some of my recent work here.](#)

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