

# ANDREW DURKAN

ECD/CD/Copywriter  
[andrewdurkan.co.uk](http://andrewdurkan.co.uk)

*"If I had to choose someone to go to war with, it would be Andrew. He's meticulous, knowledgeable, very together and hilariously funny. He's also tenacious, patient, flexible and more than reliable. You simply can't go wrong with Andrew on your side."*

**Eric Frank, ECD/MD, Saatchi & Saatchi**

## ABOUT

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A highly motivated and extensively awarded Executive Creative Director, Creative Director and Copywriter, I've held a variety of senior roles in agencies for the last 20 years.

I've had an advertising campaign turned into an award-winning feature film.

I've written a script for the Secretary General of the United Nations.

I've had bullets whizz over my head on a film shoot and a sword pulled on me at a roadblock during a revolution.

I don't get easily fazed.

I believe in delivering emotive, well thought-out, strategically sound advertising that gets noticed and delivers results, whatever the brief.

My approach is to be actively involved in every aspect of creative work and to promote a fun and relaxed working environment where creatives are supported to do the best work of their careers.

For the last 14 years I have specialised in healthcare advertising.

## WORK EXPERIENCE

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I have worked at agencies ranging from small start-ups to big network agencies in six different countries (South Africa, UAE, Bahrain, Italy, England and Scotland). I'm proud that I've either established or improved each agency's creative product and helped them win more awards than they ever had before. I've yet to be fired.

**Jan 2024 - present**

### **PAGE & PAGE HEALTH**

*Executive Creative Director*

I run the creative department of a small, independent healthcare agency in London. Since I joined, we have a 100% success rate in creative pitches and have produced work that I'm proud

of. Tasked with raising the agency's creative profile, I'm quietly optimistic of some impending awards success. I also sit on the Global Creative Council of The Bloc.

**Jul 2021 - Dec 2023**

**SYNEOS HEALTHCARE**

*Senior Copywriter*

Copy lead on the Allergan Aesthetics account, writing and overseeing all promotional work. During this period, I also gained valuable training as a medical writer and on some projects represented the agency as Scientific Director.

**Dec 2019 - Jun 2021**

**CIRCA HEALTHCARE UK & US**

*Senior Copywriter*

I created promotional, educational and scientific content for a variety of animal health products for clients including Boehringer Ingelheim.

**Dec 2018 - Nov 2019**

**VARIOUS AGENCIES (incl. McCANN HEALTH, CDM, SAATCHI & SAATCHI HEALTH) LONDON**

*Freelance Creative Director/Copywriter*

Client and pitch work at a variety of healthcare agencies across London.

**Oct 2017 - Nov 2018**

**SUDLER & HENNESSEY MILAN**

*Executive Creative Director*

Overseeing global work for clients such as Pfizer, GSK and Biogen and supervising a large creative team at one of the largest healthcare agencies in Europe.

**Jan 2015 - Sept 2017**

**VARIOUS AGENCIES (incl. TBWA, DDB, HAVAS, McCANN, PUBLICIS, CDM, RAPP) LONDON**

*Freelance Creative Director/Copywriter*

Conceptualising, writing and overseeing work across the agencies' existing clients and contributing to numerous pitch wins.

**Mar 2013 - Dec 2014**

**HAVAS LIFE MEDICOM LONDON**

*Creative Director*

I was tasked with raising the standard of the creative product in a studio of about 25 people, resulting in winning 6 PM Society awards. I also served as Global Creative Director on the launch of a major drug.

**Apr 2012 - Feb 2013**

**VARIOUS AGENCIES (incl. MYAGENCY, GYRO, FRAMESTORE) LONDON**

*Freelance Creative Director/Copywriter*

Projects included a global integrated campaign for Russian Standard Vodka, a campaign for the BBC and numerous pitch wins, including Puma.

**2011**

**FP7 BAHRAIN**

*Creative Director*

I oversaw the work for the national telecoms company (Batelco) and the Bahrain Formula 1 Grand Prix, until the Arab Spring intervened.

**2007 - 2010**

**THE TRIBE UAE**

*Creative Director*

I took a small start-up to the most awarded independent agency in MENA within 18 months, winning enviable clients and gaining a strong creative reputation. I headed up the agency's 15-strong creative department, overseeing all creative work.

**1997 - 2006**

**SAATCHI & SAATCHI CAPE TOWN**

*Creative Director/Copywriter*

Soon after I joined Saatchi & Saatchi, I created an integrated Guinness campaign that went on to become one of the most successful Diageo campaigns ever. Centred on a character who embodied the values of Guinness, the campaign evolved into a full-length film and featured at film festivals across the world. As the Creative Director for my last 3 years, my role encompassed overseeing all the work, managing and motivating my creative teams, and helping to steer the direction of the agency on the board. I was also tasked with advising and directing all the Creative Directors for Saatchi & Saatchi throughout Africa.

**1995 - 1997**

**COLUMN 1-2-1 CAPE TOWN**

*Copywriter*

My first job in advertising was as a DM copywriter. I spent 2 years learning direct response skills and putting them to use for clients such as South Africa's biggest mail order company and BMW.

**AWARDS AND RECOGNITION**

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Many awards (Gold, Silver and Bronze) and over 100 shortlists across international and regional award shows, including:

- Cannes Lions
- The One Show
- The Clio Awards
- ADCNY
- New York Festivals
- Dubai Lynx
- The Loeries
- PM Society Awards
- The Creative Floor Awards

In 2010, I was elected Chairperson of Dubai Creative Club, founded to raise the standard of advertising in the UAE.

## PRE-ADVERTISING

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I worked as a freelance arts journalist for Mail & Guardian, was offered a publishing contract for a novel, became an insurance underwriter for a year, and was a conscientious objector to the South African National Defence Force.

## INTERESTS

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Away from the creative studio, I have an obsessive interest in film and television. I have written two feature screenplays and was a semi-finalist in a respected Hollywood screenwriting competition. I am currently writing numerous TV scripts. I'm also a keen golfer, an armchair football and rugby supporter, and I spend as much time as possible watching live music.

## EDUCATION

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### UNIVERSITY OF CAPE TOWN

BA (Psychology)

### CHRISTIAN BROTHERS COLLEGE, CAPE TOWN

Matriculation

## CONTACT

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*"Equal part doer. equal part inspirer. He solves. He dives in. He gets his hands dirty. He forces you to see beyond the hurdles. And that, as a creative, is just the kind of leadership you want."*

**Razia Essack, Creative Director, The Tribe.**

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