

## Personal Information

### Location

Haywards Heath  
West Sussex RH17 7PY

### Contact

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### Links

[Recent work](#)  
[LinkedIn](#)

### Born

27 October 1975  
United Kingdom

## Experience

### April 2008 - August 2025 | **Principal Creative Director – Mint Creative, Brighton**

- Led creative strategies for clients to boost brand recognition and customer engagement.
- Oversaw multi-disciplinary team projects, enhancing collaboration and output quality.
- 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, British Airways, Champagne Hatt & Soner, Ridgeview Wine Estate, Bellwood Prestbury, NHS, Takeda, Novo Nordisk.

### February 2005 - March 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.

### April 2002 - January 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.

### January 2002 - January 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.

### September 1998 - December 2001 | **Course Leader / Lecturer / Designer**

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

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

### 1995 - 1997 | **Assistant Recording Engineer / Artist Development**

#### **Pete Waterman Limited, Manchester**

# Brendan Huston

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## Education

1995 - 1999 | **SSR – Manchester**

BSc (Hons) Sound Engineering

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.

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## About

Over the last 25 years I've worked at the intersection of strategy and creativity, leading brand platforms, campaigns and experiences for clients like American Express, Aviva and ISS. My strength lies in connecting big-picture strategy with hands-on creative craft — whether that's building global design systems, shaping campaigns, creating concepts, or developing bespoke SaaS tools.

Alongside the creative work, I've built and nurtured high-performing teams and taken responsibility for business strategy, growth and leadership. This mix of strategic clarity, creative direction and leadership has enabled me to adapt to different challenges, always with a focus on delivering work that's distinctive, effective and trusted.

[View some of my work here](#)

Outside of work, I'm a homeowner, husband and father to two boys. Hobbies include music production, motor racing, travel, home improvement, food, and occasionally sailing.

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## Skills

- Creative Direction & Campaign Development
  - Brand Strategy & Positioning
  - Design Systems & Visual Identity
  - Copywriting & Storytelling
  - Integrated Marketing (Digital, Social, Print, Experiential)
  - SaaS Tools & Bespoke Design Platforms (Ditto, Ratio)
  - Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects)
  - Figma & Digital Design Tools
  - Team Leadership & Mentoring
  - Business Strategy & Client Leadership
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