

# Harriet Voss

## Creative Director

Creative director with 14 years in advertising, currently leading a 22-person creative department at Mother London. Work has won 3 Cannes Lions, 2 D&AD Pencils, and a Campaign Big Award. Built and run teams across brand, digital, and social for clients including IKEA, Stella Artois, and KFC. Before Mother, spent six years at Wieden+Kennedy growing from copywriter to group creative director on the Three Mobile account.

## SKILLS

Creative strategy & campaign development • Team leadership (20+ creatives) • Brand positioning & tone of voice • TV, OOH, digital, social creative • New business pitching & presentations • Client relationship management • Budget management (£2M+ campaigns) • Adobe Creative Suite • Figma & collaborative design tools • Awards submissions & creative judging

## LANGUAGES

English (native) • German (conversational)

## EXPERIENCE

Creative Director, Mother London, London

Sep 2020 – Present

Lead the creative department across integrated campaigns for major UK and global brands.

- Oversee a team of **22 creatives** – copywriters, art directors, designers, and motion artists
- Led the **IKEA "Make Home Count"** campaign – awarded a Gold Cannes Lion in 2023 and credited with a **14% uplift in UK footfall** during the campaign period
- Creative lead on **KFC's ongoing brand platform** – work has delivered consistent top-3 brand consideration scores in the QSR category since 2021
- Won **£8.2 million in new business** across 4 competitive pitches in the last 2 years (PureGym, Oddbox, Elvie, and Oatly)

Group Creative Director, Wieden+Kennedy London, London

Jan 2016 – Aug 2020

Progressed from senior copywriter to group creative director over six years, leading integrated work for Three Mobile and Honda.

- Led the **Three Mobile "Phones Are Good"** campaign – won a D&AD Yellow Pencil and generated **2.1 billion earned media impressions**
- Grew the Three creative team from **6 to 14 people** over 3 years as the account expanded
- Creative lead on **Honda's European brand campaign** – TV spot viewed 18 million times on YouTube

Senior Copywriter, BBH London, London

Sep 2012 – Dec 2015

Copywriter and then senior copywriter working on Tesco, Barclays, and Audi.

- Co-wrote the **Barclays "Digital Eagles"** campaign that helped reposition the brand post-crisis – **Campaign of the Year shortlist 2014**
- Produced over **300 pieces of copy** across TV, print, digital, and social for Tesco over 2 years
- Promoted to senior copywriter after 18 months – youngest senior creative in the department at the time

## EDUCATION

BA (Hons) in Graphic Design, Central Saint Martins, UAL, London

Sep 2008 – Jun 2011

First Class Honours. Final year project on brand identity for urban food markets was featured in Creative Review's graduate showcase.

## CERTIFICATIONS

D&AD Member & Jury Panel, D&AD

Jan 2019

IPA Excellence Diploma, Institute of Practitioners in Advertising

Jan 2018 – Jun 2019

## PROJECTS

IKEA "Make Home Count" – Mother London

Sep 2022 – Jun 2023

Led creative development of a fully integrated campaign celebrating real life at home, for IKEA UK.

- Campaign ran across **TV, cinema, OOH, social, and in-store** – Gold Cannes Lion 2023
- Credited with a **14% uplift in UK store footfall** during the 8-week campaign window
- Managed a production budget of **£3.4 million** across film, photography, and media

Three Mobile "Phones Are Good" – Wieden+Kennedy

Mar 2018 – Feb 2019

Created a counter-cultural brand platform celebrating the positive role of phones in daily life.

- Won a **D&AD Yellow Pencil** and generated **2.1 billion earned media impressions**
- Campaign contributed to Three's **highest ever brand consideration score** in Q4 2018

## REFERENCES

Michael Horsham, Managing Partner, Mother London, m.horsham@motherlondon.com, +44 7700 900 182

## **EXTRA CURRICULAR ACTIVITY**

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Judge – D&AD New Blood Awards

*Jan 2021*

Annual jury member for the student and emerging talent awards. Reviewed 200+ entries per year across copywriting and integrated categories.

Guest Lecturer – Central Saint Martins

*Sep 2022*

Deliver 2 guest lectures per year to MA Communication Design students on creative careers in advertising. Also run a portfolio review session for final year undergraduates.