

Pete Petrella

Date of Birth: 15 - 01 - 1977

Web: www.pete-petrella.com

Profile:

Pete is an award winning, senior creative with 10 year's experience. As well as being a great creative in his own right, he has proved to be an inspirational Creative Director who is strategic, well organised and has infectious energy that enables him to create opportunities and bring them to life. Pete also has a keen eye for talent and prides himself on contributing to the formative years of some of the UK's best digital creatives.

As a person, Pete is a well rounded and warm individual who loves what he does and is single minded in the pursuit of doing great work with good people in an inspiring environment.

Recent Employment Experience:

Creative Director - twentysix. March 2009 – Present

Pete is currently CD of twentysix's London office. His mandate is to build on the successful digital heritage of the agency and develop its advertising offering. His influence is already yielding results with an inclusion into the Creative Review Annual, 3 shortlists at the 2010 NMA awards and a number of new creative accounts.

Key Clients: Epson, Shell, Royal Navy, Crombie, Harper Collins

Key pieces of recent work:

[Epson - Extreme Gamer](#)

[Epson - Unlimited Editions](#)

[twentysix - Christmas Tweets](#)

Creative Director - Digital: Proximity London. April 2006 – Sept 2008

As Creative Director for Digital at Proximity London, Pete was responsible for developing the creative direction and quality of the agency's digital output as well as building a world-class creative team to position Proximity London as a leading Direct & Digital agency.

Key Clients: Royal Mail, GE, Shell, Allianz & P&G

Key pieces of work:

[Royal Mail – Growth](#)

[Royal Mail – Meet Mr. Complete](#)

[Royal Mail – Stop Lateness](#)

Associate Creative Director: Wheel Group Ltd. Dec 2004 – Sept 2005

Together with the Creative Director, Pete oversaw a department of 25 people (including five seconded at Wheel's largest client Marks & Spencer). During this time, Pete remained hands on with Wheel's clients as well as bringing new talent into the industry.

Clients: Marks and Spencer, Paul Smith, Blacks Leisure Group & the COI

Education:

- University of Westminster: 09/97 to 05/99
- Ravensbourne College of Design & Communication: 09/96 to 05/97

Qualifications:

- B.A (Hons) Graphic Information Design

Awards and shortlists:

- NMA 2010 Finalist: [Extreme Gamer](#)
- Creative Review Annual 2010: [Extreme Gamer](#)
- Caples 2010 Silver – Microsites, Business Campaign: [Growth](#)
- ECHO 2009 Silver – Business & Consumer Services: [Growth](#)
- Cannes 2009 Finalist – Delivery Services For Small Businesses: [Growth](#)
- eurobest 2009 Finalist Interactive – Websites & Microsites: [Growth](#)
- NMA 2009 Finalist – B2B: [Growth](#)
- DMA Silver – Digital Campaign Websites [Meet Mr. Complete](#)
- DMA Bronze – Markets, B2B [Meet Mr. Complete](#)
- DMA Bronze – Brand Building [Meet Mr. Complete](#)
- BIMA 2008 Winner – Overall B2B [Meet Mr. Complete](#)
- BIMA 2008 Winner – B2B, Distribution & Media [Meet Mr. Complete](#)
- ECHO 2008 Gold – B2B & B2C: [Meet Mr. Complete](#)
- NMA 2007 Winner – B2B: [RoyalMail.com redesign](#)
- Cannes 2007 Finalist – Commercial Public Services: [Stop Lateness](#)
- Cannes 2007 Finalist – Charity & Public Awareness: [Rewrite the future](#)

References:

Available on request