

ALEX MATHIESON

CREATIVE DIRECTOR / DIRECTOR / EDITOR

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A multi-award winning creative, manager and director with over twenty-three years' experience in the television industry. I have a huge passion for creating innovative and engaging campaigns, either autonomously, or within a team and can lead a project from idea generation and pitching to clients, all the way to execution and delivery. I love to help others develop their ideas and projects, as a creative director and have had extensive managing experience over the last twelve years of my career.

EXPERIENCE



CREATIVE DIRECTOR ITV COMMERCIAL - NOVEMBER 2020 - PRESENT

Since the end of 2020 I've been running an award winning in-house commercial creative team, helping major brands partner with ITV, to amplify their campaigns on our channel. We make everything from TVC's, Sponsorship idents, 360 campaigns, Talent spots and more. We've worked with the nation's biggest Brands, from Samsung, Adidas, The National Lottery, John Lewis and many more.

CREATIVE DIRECTOR ITV - SEPTEMBER 2015 - NOVEMBER 2020

Manager and Creative Director for creative work across ITV and it's digital channels. I managed a team of creatives, overseeing all aspects of our campaigns from on-air to print and experiential to social. Working across multiple genres from Kids to Sport, Youth and Entertainment, I've launched, and grown many iconic television brands including Love Island, Dancing On Ice and even the 2019 Rugby World Cup.



SENIOR CREATIVE MTV - APRIL 2013 - SEPTEMBER 2015

Lead Creative and Director on a variety of domestic and international 360 campaigns for MTV in the U.K. Working across all their brands including MTV, Viva and the family of MTV music channels. My responsibilities also included mentoring, art direction, managing the junior directors in the department and creating numerous award-winning shot & clip-based trailers for the MTV brand.



ACTING CREATIVE DIRECTOR 4MUSIC - MAY 2012 - MARCH 2013

Head creative for the 4Music channel during a period of managerial change. responsible for overseeing and managing all creative work on the channel in association with Channel 4 and Box TV.

DIRECTOR 4CREATIVE - FEB 2006 - MARCH 2013

Produced award winning shot and clip-based promos, online content and sponsorship for the Channel 4 Corporation and all its umbrella channels, specifically E4 (occasionally deputising as creative director when called upon.) I also wrote and directed a live three-minute advertisement, the first in Channel 4's history.

FREELANCE PROMO PRODUCER - AUG 2004 - FEB 2006

Freelance Promo Producer, Directing, Editing and scripting clip-based promos for the following channels:
Channel 4 / E4 / FilmFour

EDUCATION

2:1 BA HONS HISTORY SWANSEA UNIVERSITY 2000
ACCOMPLISHED AVID AND FINAL CUT OPERATOR WITH 20 YEARS EXPERIENCE.
REFERENCES ON REQUEST

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