JACK CARR

CREATIVE ADVERTISING // IDEATION THROUGH TO DELIVERY

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PERSONAL PROFILE

A highly motivated 3rd year Creative Advertising student and a creative, insight-driven advertising enthusiast who enjoys developing ideas that capture attention and genuinely connect, grounded in human psychology and close observation of how people think and behave. Skilled in providing creative direction from ideation through to delivery, across formats spanning print, TV, direct mail and guerrilla advertising, with hands-on exposure to real agency environments in the UK and abroad. Uses AI as a deliberate production tool, to refine and strengthen human-led thinking, never to replace it. Currently seeking to attain a new, challenging entry level / creative role in advertising to embark upon a successful career in this direction.

EDUCATION

University of Lincoln

- BA (Hons) Creative Advertising **2024 – 2027**

Coursework centred on ideation through to delivery, with a particular focus on the psychology behind how people think, behave and respond to advertising.

Kenilworth Sixth Form

- A-Levels: Graphics, Product Design, Statistics **2022 – 2024**

AI courses

- Google AI Essentials (Coursera)
- Claude AI Essentials
- IBM Course **Summer 2026**

KEY SKILLS & COMPETENCIES

- Adobe Photoshop, InDesign & Premiere Pro — grounded in A-Level Graphics (Grade A)
- Foundation photography skills
- AI-assisted production: Google AI Essentials certified, hands-on with Claude — used to refine and develop human-led ideas, never to generate them
- Campaign & advert creation across formats — magazine, poster, 8-sheet, TV, direct mail, guerrilla
- Human psychology & behavioural insight applied to concept development
- Presentation and pitching, developed through coursework crits and agency visits

INDUSTRY EXPOSURE

Third-Year Showcase Support – Havas London **2024**

- Supported the agency's hosting of the university's third-year degree showcase, working alongside the agency's own team for the day.

- Welcomed industry professionals on arrival and guided them through the venue, ensuring a smooth and professional experience throughout.
- Gained first-hand insight into how a leading agency presents and discusses creative work with industry guests.

Work Experience & Live Brief – ITG **2023 & 2026**

- First placement centred on one-to-one conversations with people across different specialisms within the agency, building an understanding of how each role feeds into a campaign, from strategy through to production.
- Invited back for a second placement to work directly on a live creative brief, applying concept development in a real agency setting.
- Presented and pitched the resulting work to the team, developing confidence in articulating and defending creative ideas.

Marketing Work Experience – Jaguar Land Rover **2022**

- Observed the in-house marketing team, gaining early exposure to how a major brand plans and delivers campaigns.
- Sat in on team discussions around brand positioning and campaign planning, building an early understanding of how a large in-house marketing function operates.

Agency Research Trips – New York & London **2025 – 2026**

- Self-directed visits to Mischief, McCann New York, TBWA\Worldwide, 21GRAMS, Lucky Generals and Havas.
- Studied how leading creative teams work, present and think, building a first-hand view of the industry beyond the classroom.
- Used the experience to compare creative cultures and approaches across agencies and markets, helping shape a clearer sense of the kind of agency environment that suits my way of working.

Portfolio Book Crit – Hosted at Perfect Power (In Leeds) **2026**

- Presented my portfolio at a book crit with creatives from Creative Race, Chilli, Savvy, Finn, Fox Agency, Boldism and The Sharp Agency, gaining feedback from a range of agencies in one session.

UNIVERSITY LIFE

Social Secretary – Lincoln Advertising Society **2024 – Present**

- Organise social events for the society, building community and engagement across the course.
- Coordinate with committee members to plan and deliver events, developing organisation and teamwork skills alongside coursework.
- Active in 5-a-side football, squash, padel, athletics running and gym throughout time at university.

PART-TIME EXPERIENCE

Retail Assistant – Customer service, sorting deliveries & date checking **2025 – 2026**

Site Team – Park Hill Junior School **2024 – 2025**

Kitchen Assistant – Coffee on the Corner **2023 – 2024**

Customer Service & Food Prep – Domino's **2022 – 2023**

Holiday Cleaning Team – St John's House **2022 – 2024**