SARAH & SARAH

SENIOR CREATIVE TEAM

London

sarah.uwun@gmail.com
office

About us

Sarah Lim and Sarah Stoneham have worked together since Ogilvy & Mather in 2014. They have spent much of their time working on Dove, tackling challenging briefs for developing and developed markets, such as Europe, South East Asia, India and North and South America as well as working on new directions for the brand as a whole. Naturally their creative work spans all channels such as TV, Print, PR, shopper, online, social media. It is informed by the width of their experience in top agencies, digital hotshops, graphic design studios and working in-house with clients. They both have an entrepreneurial spirit and have run a commercials studios and a dance company. Their different cultural backgrounds add breadth to their creative references but they have identical passion for brands that talk to women. Sarah and Sarah are team players who enjoy working independently, leading an account, but they are equally happy to work under others directorship.

CONTACT US

Sarah Lim
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Sarah Stoneham
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Experience

Sarah Stoneham

Senior copywriter, from Dec 2017 - present
Leo Burnett/Saatchi&Saatchi PGOne
Ariel, Bold, Fairy Non-Bio, Pampers, Always, Lenor,

Senior Creative
Contractor 2009 - 2016

Senior Creative
Ogilvy & Mather - 18 months
Dove, Comfort, UN.

Head of Women's Health
Frontera London – 18 months
Juvederm (fillers), Mertz (botox), Pfizer (circulation drug),
Activa (contraception).

Associate CD
Digit London - 9 months
M&S, Glenmorangie, Coca-Cola.

Senior Creative
McCanns - 9 months
L'Oreal.

Saatchi & Saatchi (Head & Shouders), Publicis (Garnier),
Sapient Nitro (British Gas), JWT (HSBC), Ogilvy Healthcare
(contraception),
Isobel (Weightwatchers), Hive Healthcare, The Body Shop,
TK Maxx, Fitflop.

Group Head
Grey London, 2004 - 2009
Pantene & Clairol, Sandals.
BHF, Remington, Woman's Aid, Hugo Boss.

Creative Director, board member
JWT, 2001 - 2004
Astor, Veet, Calpol, Special K, Boots, Wilkinson Sword,
Persil, De Beers, Lux.

Global Group Head
Saatchi and Saatchi 1994 - 2001
Head & Shoulders, Olay, Random House books,
Arial, London Herb and Spice company,
Muller, Hewlett Packard, Pampers.

Copywriter

Still Price Lintas, 1992 – 1994
Flora, P&O, Lynx, Impulse, Adams Childrenswear,
Pepcid, British Rail, Batchelors, Magnum, Aero.

Partner
Gosh creative hotshop 1990 – 1992
Guinness, IPC magazines, Marshall Cavendish,
IDV new brand development. □□Director 1991 -
1991□Westway Studios
The commercials studio where Freddie Mercury shot his last video.
Also a lighting company, a video company, an events company. □□

Art director.
Horner Collis Kirvan (now Euro RSCG) 1985 - 1990
Peugeot 605 launch – all media, Peugeot 205 campaign,
Reckitt Benckiser(Airwick), Elle Decoration, Oddbins,
Rowenta, Woolworths. □□

Graduate Fast Track Scheme
IPC Magazines 1980 - 1985
Woman's Journal, Country Life. □

Interests:
Writing: Features for Baby & Me magazine,
blog for British Adoption and Fostering, Gingerbread.
Adoption champion: interviews in press and on TV.

Education:
London University □
BA Hons English□□

Hounslow College
Advertising Art Direction & Graphic Design.

Sarah Lim

Senior Art Director, from Dec 2017 - present
Leo Burnett/Saatchi&Saatchi PGOne
Clients: Ariel, Bold, Fairy Non-Bio, Pampers, Always, Lenor,

Senior Art Director
Ogilvy and Mather, from Nov 2011-2017
Clients: Dove, Comfort, Glade, Kiwi, Mr Muscle, Philips, Hellman's
ATL: TV, Press, poster, 360

Senior Art Director
Draft FCB, Oct 2010 – Nov 2011
Clients: Glade, Duck, Pledge, Mr Muscle, Oreo, Raid, Autan Tropical.
Nivea (Global Pitch win), ATL: TV, Press, poster, 360

Senior Art Director
Euro RSCG Worldwide, May 2008 – Sept 2010
Clients: Air Wick, Clearasil, Veet, Dettol, Finish, Vanish, Harpic, V05, Peugeot
ATL: TV, Press, poster, 360

Freelance Art director /creative
HHCL, The Leith Agency, 4Creative, CDP,
McCann Erickson, Proximity, Lowes, 2002-2008
Clients: Johnson Skincare, Holiday Inn, Loreal, Nescafe, GNER (Pitch Win), Channel 4, E4, Film4, Littlewoods, Tango.
ATL, Intergrated

Art Director
Euro RSCG Wnek Gosper, 2000-2002
Clients: Peugeot, St Ives, Haagan Daz, Cadbury's Chocolate, Gofly.com

Art Director
Bartle Bogle Hegarty London, Sept 1998 –Sept 2000
Clients: One2One, Audi, Wallis, Golden Wonder, Olivio, Murphy's, Excite,
Scottish Power, British Midland, UBS, Levis.

Art director - Singapore
Lloyd Martin (now FCB) Feb 1994 - Aug 1996
Clients: Christian Dior, Feragamo, Microsoft, Hilton International,
OCBC Bank, The National Arts Council, Larry Jewellery, K-Mart.

Graphic Designer - Singapore
In-ads, Jun 1993 – Jan 1994
Clients: Swatch, Raffles Hotel, Tissot, Omega

EDUCATION
Central St Martins
BA Hons
Graphic Design/advertising

City University
MA
Arts Management

OTHER SKILLS
Photoshop, Indesign, Illustrator,

LANGUAGES
English, Mandarin, Cantonese, Hokkien

INTEREST
I am passionate about the Arts. I have previously managed Hip Hop dance companies in London and had sung with the SYC Ensemble for 5 years, the award winning national choir of Singapore. We represented the country (UK and Singapore) for International competitions and festivals in Asia and Europe. On the side, I have exhibited my paintings in various art fairs and festivals in London and Venice.
http://www.sarahlimart.co.uk/

My other interests include hip hop dancing, Taichi, Qigong, yoga and learning the Buddhist philosophy of finding true happiness in life.

Awards

Gold, Eurobest
Print – Veet

Bronze, Cannes
Random House Books

Bronze, Cannes
TV, Peugeot cars

Campaign Press and Posters
Silver Nomination

D&AD Silver
TV crafts – Peugeot

One Show Merit
Radio – Gough Brothers

ILR Silver
Oddbins

New York Radio Festival Gold
Oddbins

Best Advertising Campaign
VMA (Veterinary Marketing
Awards)
Bovikalc

Winner in Creative media
Taxiadvertising
Kiwi Shoe polish

Campaign Big Finalist
Expedia Radio

Best Print Mastercard (Singapore)
National Arts Council