

Marcus Hartung

Creative Director · Dublin

marcushartung.com · linkedin.com/in/marcushartung

PROFILE

Industry-leading Creative Director with vast advertising and marketing experience.

Marcus has been instrumental in delivering new creative and strategic platforms for major clients, and in creating innovative work both locally and internationally for some of the most well-known brands — in particular Virgin Media, Vodafone, The Irish Times, Ford, BMW, eir, Jameson, Guinness, SuperValu, Tesco, Fáilte Ireland, HSBC, An Post and AIB.

Marcus is proficient in the use of AI, serving as an AI Guru within the WPP network. He leverages the WPP Open toolkit to harness the power of AI in communications, with deep expertise in Nano Banana, Imagine, Claude, ChatGPT, Gemini and CoPilot amongst others.

A key career highlight is his National Lottery work, with the 'Rainbow' film being voted one of the most iconic Irish TV commercials of all time.

As Creative Director, Marcus is responsible for overseeing all deliverables including concept development, execution and production supervision.

Marcus is Cannes nominated (twice), Euro Effie winning and a proud owner of every creative domestic award — especially ICAD bells and Shark awards.

PROFESSIONAL HISTORY

Creative Director · Ogilvy Group, Dublin

Oct 2018 – present

In his role as Creative Director, Marcus takes charge of the creative and strategic direction for all agency output. His impact extends beyond creativity to the financial, achieved through the acquisition and retention of a diverse client portfolio. Notable clients under Marcus's purview include Bord na Móna, Mace, Boots, Guinness, Coca-Cola, Specsavers, SIMS Fertility, Alexion and SIRO, among several others, showcasing his ability to manage and cultivate a range of client relationships.

RESPONSIBILITIES

- Winning and retaining clients by developing and implementing compelling creative strategies.
- Providing oversight to creatives and content developers, ensuring the efficient delivery of marketing communications.
- Prioritising and nurturing client-agency relationships for sustained partnerships.
- Supervising creative teams in ideation and presentation, aligning efforts with project goals and deadlines.
- Recruiting and training top talent to foster high-performing creative teams.
- Collaborating with external agencies to manage project progress and milestones, meeting both client and agency objectives.

Senior Art Director · Ogilvy, Dublin

Aug 2012 – Oct 2018

Marcus played a pivotal role in crafting some of Ireland's most beloved campaigns, with notable contributions to brands such as Boots, Ulster Bank, Ford and FBD. His achievements were widely recognised, earning accolades such as Sharks, ICAD and Euro Effie awards, plus a Cannes nomination for the ISPPC 'Sad Room' TV commercial.

RESPONSIBILITIES

- Collaborated with the copywriter to implement concept and artistic vision across all media touchpoints.
- Designed visual models meeting aesthetic and technical criteria; prepared layouts for offset, web and digital printing.
- Anticipated and proactively addressed design issues; maintained branding standards for assigned accounts.
- Mentored junior artists on creative processes.

Art Director · JWT / DDFH&B, Dublin

Feb 2006 – Aug 2012

Marcus created exciting work for The National Lottery, Denny, Vodafone, Jaguar and Fáilte Ireland, among others, earning a multitude of awards — including a Cannes nomination for The National Lottery's 'Rainbow' TV commercial.

RESPONSIBILITIES

- Collaborated with a copywriter to bring concepts and artistic visions to life.
- Prepared design layouts meticulously for offset, web and digital printing.
- Proactively resolved anticipated design issues and upheld branding standards.
- Mentored junior artists, guiding them through creative processes.

Junior Art Director / Art Director · McConnell's Advertising, Dublin

Sep 2001 – Feb 2006

Marcus burst onto the scene, quickly gaining industry notoriety for crafting junior-level campaigns that rivalled those of seasoned creatives. In just his third year he orchestrated the AIB Ryder Cup 'Epic' campaign, catapulting himself into the spotlight. His portfolio includes extensive brand work for Eircom, The National Lottery, Guinness, Jameson, MINI, Tesco and The Irish Times, earning frequent accolades at ICAD and Shark Awards.

RESPONSIBILITIES

- Collaborated seamlessly with the copywriter to bring concepts to life, aligned with artistic vision.
- Contributed original ideas, establishing a reputation as a one-to-watch young creative.
- Thrived in a challenging, fast-paced environment, highlighting quick learning and adaptability.

JUDGING

- International One Show Judge — 2022
- International Shorty Awards Judge — 2024 and 2025
- International PHNX Awards Judge — 2025

EDUCATION

MSc Advertising and Design · D.I.T., Dublin · 2001 · awarded a 2.1

BA Classics Mode One · University College Dublin · 1996 · awarded a 2.1

The High School Rathgar · 1992

WPP AI Certified Power User

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