

B. Koranache

+01 646-801-2784 | hire@creativemf.com | New York, NY 10001

see work: creativemf.com/work

PROFESSIONAL SUMMARY

BKLTD USA®

Jan 2012 - Present · 10 yrs

Over the past 10+ years, I have worked as an Award Winning art director, writer, producer, and product manager for blue-chip agencies and clients directly. I have established a DBA in NYC to be deployed faster to benefit your company first. Please review my diverse skill set:

Blockchain ★ Graphic + Design ★ Art ★ Art Direction + Copywriting ★ Photography ★ Video ★ Creative Writing ★ Graphic Novels ★ 3D Modeling ★ Crypto ★ Ad Agency ★ Silicon Valley + Startups ★ London ★ UAE ★ Islamic Finance ★ Web3 · DTC ★ Entrepreneurship ★ Account Management ★ Project Management ★ Business Development ★ Advertising ★ Social Media ★ Pharmaceutical ★ Military

EXPERIENCE

Art Director/Writer/Creative Director

BBDO WORLDWIDE , 2005 - 2012

- BBDO has been awarded the top agency in the world more than any other
- I have been an employee and a frequent contractor for their London, and New York offices; their Dubai location and I have also worked briefly in their Chicago, Detroit and Dusseldorf offices
- Unilever, United Biscuits (UK) Limited, and other CPG/FMCGs

Freelance Creative Director

Publicis Leo Burnett/US Army, 2003 - 2006

*Helped innovate digital development processes

- Aided business development, strategy and creative for Minority segments
- Campaign Development, Design and Content Development; Social Media Strategy on
- Introduced Broadband Video Assets
- Traveled to Army bases in Kansas and Alabama to shoot relevant photography and video
- Helped create '2400/7' video series for Army of One campaign

Senior Creative Director/MOJO

BERLIN CAMERON,/MOJO Urban Unit, 2001 - 2003

- Lead new business pitching for MOJO, the Urban component of BC-P
- Serviced Reebok, Dasani, WNBA, Motorola, New York Life, And-1 Brands
- Wrote company business plan (for urban unit only) and lead on UX development of company web- site
- Reported directly to BC-P principals, Ewen Cameron and Andy Berlin
- Clients: Coca Cola, Dasani, , NBA, WNBA, Reebok, Motorola, Logic Chain

EDUCATION

MFA: Creative Writing/Computer Science

Emerson College, Boston, MA

BFA: Industrial Design/ Art Direction

CCS: College for Creative Studies, Detroit