

IdoGondelman.com

Brand Creative Director

As an award-winning Brand Creative Director, I bring 18+ years of advertising and production mastery across tech, fashion, lifestyle, automotive, luxury, and social justice. My proven track record includes leading global teams, crafting disruptive 360 campaigns for broadcast, digital, social, OOH, and branded entertainment. A non-linear problem solver, a passionate team leader and authentic storyteller, I thrive on transforming brands into unforgettable experiences.

Experience //

Panay Co. Brand Creative Director Jan 2020 - Oct 2023

Clients: Microsoft Brands / NFL / T-Mobile / Google

- Developed and oversaw creative for the **PRIDE** awareness campaign at Microsoft.
- Launched **Surface Pro 8** global campaign with broadcast, digital, OOH, social across 9 global markets, localized in 7 languages.
- Led creative across various Microsoft brands with teams of art directors, designers, copywriters and strategy.
- Presented creative to CMO, Director of Marketing & Global stakeholders.

Elastic.tv Creative Director Nov 2021 - Feb 2022

Clients: Amazon: The Boys / VNN

- Led creative team to create brand graphics package.
- Directed opening title sequence for **VNN** digital episodic.

Ayzenberg Group Creative Director May 2018 - Sept 2019

Clients: Amazon Fire TV / Windows / Microsoft Education + HoloLens

- Led creative ideation, strategy & production for 360° brand campaigns.
- Developed original concepts for RFP procurement - winning new business.

MPC Advertising Creative Director Nov 2017 - Feb 2018

Clients: Scottish Rite Hospital / Into Action!

- Developed storytelling marketing campaign for health brand.
- Directed live action commercials for brand campaign.

Studio Ten / MotorTrend Creative Director Sept 2017 - Nov 2017

Clients: RAM | Fiat Chrysler Automobiles

- Developed multi-tiered, brand content campaign to launch **RAM** trucks to new age-group & audience nationwide.

BLK-OPS Creative Director July 2012 - Aug 2017

Clients: Absolut Vodka | LA Clippers | Evian | ADT | Microsoft

- Led creative on Microsoft **Cloud**, **Hololens** and **Surface** launching B2B & B2C campaigns across global markets for broadcast, Digital, Social, OOH.
- Launched "Absolut Nights" global campaign for **ABSOLUT**.

Believe Entertainment Director & Writer May 2011 - June 2012

Clients: Nike | Springhill Ent. | BING | HP | INTEL | DELL | 7UP | Rockstar Games

- Directed and co-wrote entire 1st Season of **The LeBron's** animated show.
- Led creative development for all branded content & commercials.

Career Highlights //

- **PRIDE:** Led creative for Microsoft's global Pride initiative 2021 + 2022.
- **Into Action:** Created the campaign video "SPEAK" for non-profit Get-Lit.
- **The LeBron's:** Directed & Co-wrote Season 1 of the show starring LeBron James.
- **W-A-S-H Clothing:** Co-founded the unisex brand "We Are Simply Human."
- **Red Dead Redemption:** Directed all cinematics for Rock Star Games.
- **Kings Of Glory:** Founded the men's luxury brand and brought to global success.

Clients //

- Microsoft
- Google
- T Mobile
- Absolut Vodka
- Amazon
- LA Clippers
- RockStar Games
- Evian
- Chrysler/Fiat
- Ram
- Nike

Skills //

- Creative Direction
- Copywriting
- Ideation / Concepting
- Team Leadership
- Brand Development
- Art Direction
- Broadcast / Digital / Social / OOH
- Direction: Live Action, Anim, VO
- Teams / Slack / Chime
- VFX & Post-Supervision
- RFP Procurement
- Adobe Creative Cloud

Education //

- **Bang Improv Studio** Los Angeles, CA
Graduate & Performer
- **Int'l Academy of Design** Toronto, Can
Post-Grad. Diploma
- **Sheridan College** Oakville, Can
BFA Illustration & Anim

Contact //

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