

# IAN LEWIS CAMPBELL

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## **CREATIVE DIRECTOR, MALKA MEDIA, LA (2022-)**

- I work with leading brands like Amazon, Deloitte, Proximo Spirits, and ADP creating B2B and B2C advertising and marketing.
- I lead teams project-by-project and have direct reports who I mentor.
- And to toot my horn, I've helped close a couple million dollars worth of business.

## **CREATIVE DIRECTOR, CO OP LA, LA (2019-21)**

- I was very proud of the team at COOP because we were small, nimble, and capable of delivering outstanding brand work for Hines, BXP, Hackman Capital, and Gemdale.
- Being a smaller agency meant I wore many hats, managing my team, leading new creative work, and collaborating on new business were all part of my daily job.
- It was at COOP where I got really good at presenting work to clients, both strategy and creative, and was entertaining – dare I say fun – in client workshops.

## **DIRECTOR OF CREATIVE STRATEGY, CO OP NY, NY (2014-18)**

- I was the first director in this role and built a team around this practice consisting of strategists, copywriters, and designers to develop work beyond positioning.
- We sold and delivered work for the real estate developers, class A commercial properties (like skyscrapers), B2B corporations, and finance firms.
- A highlight project was a brand and campaign strategy for a Fortune 50 company that had me flying to Australia, UK, and Canada to run international workshops.

## **BRAND COMMUNICATIONS DIRECTOR, ESI DESIGN, NY (2013-14)**

- ESI was one of the coolest places I've worked. I got to photograph, video, and write about some outstanding multimedia projects in New York, Boston, and San Francisco.
- I got the word out through all means of communications: video, social, web, blogs, PR, and project documentation, even creating a new website when I first started.
- Here I learned about some in-depth motion design and leading edge technology practices that I've been using as a means to push my creative work ever since.

## **EDUCATION**

School Of Visual Arts, New York, NY, 2012  
Arcadia University (AGSIRD), Paris, France, 2009  
University Of Georgia, Athens, GA, 2006

## **SKILLS**

Branding, Creative Strategy, Campaign Development  
Project Management, Budgeting, Team Building  
Photoshop to Illustrator, AE to Premiere Pro  
ChatGPT, Midjourney, 11ElevenLabs, Runway, etc.

Creative Director  
Conceptual Creator  
Copywriter  
Brand Strategist  
B2B Specialist  
B2C Ambitious  
Design Inspirer  
Team Captain  
Squad Builder  
Client Guru  
Deck Master  
Collaborator  
Process Leader