

MAGDALENA CEBULA

MCEBULA.COM

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NYC-based, multidisciplinary art director specializing in ideas that transcend media. Skilled in both traditional and digital platforms, and combining an extensive design background with eight years of experience working on global brands to deliver outstanding work while maneuvering effortlessly between the advertising, marketing, tech, and entertainment production industries.

Work

► CREATIVE DIRECTOR **Colossal Media (2015–Present)**

Churned out a high volume of pitches for creative concepts, collaborations and campaigns for global brands, winning new business for the agency with clients such as Spotify, Gucci and Chase, and generating millions in revenue.

- Successfully repositioned a traditional media company as a creative force and collaborative conceptual partner, resulting in bigger projects and three Obie awards in 2015.
- Built a multi-disciplinary Creative Team and Department from the ground up.

Standout Clients: Spotify, Google, Red Bull, Gucci, Timberland, Shinola, Vans, Jameson, Chase

► SR. ART DIRECTOR TO ASSOC. CREATIVE DIRECTOR **Sensis (2014–2015)**

Collaborated with Strategy, UX, Production and Project Management to launch and sustain large-scale, global advertising campaigns and branding initiatives. Worked on multiple accounts simultaneously to sell big ideas and develop integrated brand experiences across digital and traditional channels.

- Lead concepting, design, and execution for a fully-integrated UCLA campaign that included a content-based, responsive campaign site, broadcast spots, pre-roll, online videos, print, outdoor, banners, and social media assets.

Standout Clients: UCLA, US Department of Agriculture, FDA

► ART DIRECTOR **Captura Group (2014)**

Led a high-performing creative team in the execution of multi million-dollar digital campaigns. Worked hands-on to create sharp, professional, and unique messages that attract attention and drive responses. Provided direction to in-house designers, freelance talent, and outside production and development companies to create cross-channel campaigns spanning social media, video, multi-device websites, emails, and banner ads.

- Launched a new Spanish-language lifestyle brand for Kellogg's, Días Grandiosos, which was brought to life through an integrated digital platform.
- Oversaw photo shoots and video productions for the agency's clients.

Standout Clients: Kellogg's, Unilever, Knorr, Popsicle, Bertolli, Degree, Hellmann's

► SR. DESIGNER TO ART DIRECTOR **Zeeto Media (2011-2014)**

Directed the creative team of a rapidly growing, multi-faceted tech company, joining the company as the fifth employee and scaling the department up to meet the needs of over 50 employees and several million product users. Took projects from concept through to design and completion; including the

successful launch of large interactive initiatives, developing the company's branding, and continuous testing and improvement of existing products (leading to a 10% revenue increase).

- Launched the company's most successful digital brand—Get it Free.
- Acted as an inter-department liaison; formulating concepts from briefs and working closely with developers to ensure assignment completion.

▶ **DESIGNER**

Situation Interactive (2010-2011)

Worked independently and as part of a team to brainstorm, pitch, and execute interactive campaigns for live entertainment clients in NYC and Las Vegas.

- Social media strategy and development, website takeovers, rich media ads, and site design.

Standout Clients: *Disney, The Metropolitan Opera, Broadway's Spiderman, American Idiot & Mamma Mia!*

▶ **JR. DESIGNER**

Last Exit (2008-2010)

Worked in a team environment creating key elements in digital projects for agency clients.

- Conceptualized ideas for in-house advertising and client pitches, designed highly interactive websites and apps, and developed a digital presence for new brands.

Standout Clients: *Betty Crocker, Dr. Pepper, Chegg, Vespa*

Freelance

Idea generation, concept development and visualization for creative agencies across New York, San Diego and Los Angeles.

Agency	Dates	Clients
true[X]	Summer 2015	Fox, E! Entertainment Television
Vayner Media	Summer 2015	Toyota, Marvel, Mattel, Ole Smokey Moonshine
Digitaria	Spring 2011	Qualcomm, NBC, Federated Poker
Mammoth	Summer 2010	Showtime

Education

FASHION INSTITUTE OF TECHNOLOGY

Bachelor of Science: Advertising and Marketing Communication

Associate in Applied Science: Communication Design

SUNY PURCHASE

Completed 60 credits (transferred)

Visual Arts Conservatory: Design

EXPERIENCE

- Creative strategy & concept development
- Creative team management
- Broadcast, pre-roll & web video
- Print design & production
- Out of home advertising
- Storyboarding & animation

SPECIALTIES

- Multiplatform digital campaigns
- Responsive websites
- Mobile apps
- Social, banner & email creative
- UX best practices & UI design
- Information architecture & wireframing

TECHNICAL

- Illustrator
- InDesign
- Photoshop
- Premiere
- Animate (Flash)
- AfterEffects
- HTML5/CSS3