

MAGDALENA CEBULA

MCEBULA.COM

writemagdalen@gmail.com

315 383 6906

A passionate leader and 360° creative director specializing in ideas that transcend media, with a focus in the digital space. Hands-on manager with deep expertise leading high-performing creative teams. Committed to delivering highly engaging experiences using an extensive design background combined with eleven years of executing campaigns for global brands.

Work

ASSOCIATE CREATIVE DIRECTOR

Blippar 2018–Present | New York

Created revolutionary work for clients, delivering best-in-class augmented reality campaigns for household names.

- Shaped creative vision and design for major global brands such as **Diageo, Kraft, Johnson & Johnson and Abbott**, breaking untapped ground in the interactive realm through augmented and virtual reality, and computer vision.
- Directed a talented creative team across New York and London that dreamt then delivered immersive solutions that shape digital brand experiences, while fostering an environment of creative problem solving and innovation.

CREATIVE DIRECTOR

Colossal 2015–2018 | New York

Churned out a high volume of pitches for campaigns and collaborations, regularly winning new accounts for the agency, and bringing fresh ideas to ongoing accounts such as **Google, Adidas, Bulleit, Red Bull and Vans**.

- Generated millions in billing through successful creative pitches, landing new business with big clients such as **Spotify, Hermès, Gucci, Chase and Amtrak**.
- Brought interactive offerings to the department's capabilities, with a heavy focus on social content.
- Increased creative partnerships through successful rebranding and repositioning of the agency, including a full website overhaul, refresh of all marketing collateral, and a new brand style guide.
- Built a multi-disciplinary Creative Team from the ground up, hiring and mentoring new talent.

ASSOCIATE CREATIVE DIRECTOR

Sensis 2014–2015 | Los Angeles

Launched and sustained large-scale, international advertising campaigns while mentoring a multidisciplinary team across a constantly evolving market. Worked on multiple accounts simultaneously to develop fully-integrated brand experiences spanning digital and traditional channels.

- Passionately presented and executed big ideas, beautifully simple interactions, and insight-driven creative for clients such as **UCLA, the US Department of Agriculture, and the FDA**.
- Led art direction, design, and execution for a 360° UCLA campaign that included TV spots, a story-driven, responsive campaign website, pre-roll, video content, print, outdoor, banners, and social content.

SENIOR ART DIRECTOR

Captura Group 2014 | San Diego

Led a high-performing creative team in the delivery of multimillion-dollar campaigns for **Unilever and Kellogg's brands**. Worked hands-on to create sharp, unique visual messages that attract attention and drive results.

Maintained the highest standards for execution and attention to detail in all aspects across design and development.

- Provided clear creative direction while motivating and inspiring in-house designers, freelance talent, and outside production companies to create 360° campaigns spanning social, video, web and email.

ART DIRECTOR

Zeeto Media 2011-2014 / San Diego

Directed the creative team of a rapidly-growing tech startup, joining as the fifth hire and scaling the department as the company reached over 50 employees. Launched multi-platform brands through websites and apps, and led all promotional efforts for those products.

- Increased profit by 10% through testing and optimization of creative based on data-driven insights.
- Launched the company's most successful brand, Get it Free. Built and scaled the product, starting with a few thousand visitors, to meet the needs of several million monthly users.

DESIGNER

Situation Interactive 2010-2011 / New York

Worked independently and as part of a team to brainstorm, pitch, and execute interactive and social campaigns for live entertainment clients including **Disney, Marvel, Cirque du Soleil and The Metropolitan Opera.**

JUNIOR DESIGNER

Last Exit 2008-2010 / New York

Worked in a team environment creating key elements in digital projects for agency clients such as **Betty Crocker, Dr. Pepper, Chegg and Vespa.** Conceptualized ideas for client pitches, designed highly interactive websites and apps, and developed a digital presence for new brands.

Freelance

Onsite idea generation, concept development, and visualization for various creative shops.

Agency	Dates	Clients
Cylance	Fall 2015	In-house software product
true[X]	Summer 2015	Fox, E! Entertainment Television
Vayner Media	Summer 2015	Toyota, Marvel, Mattel
Digitaria (JWT)	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