

MAGDALENA CEBULA

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A passionate leader and 360° creative director with proven expertise managing high-performing creative teams. Fluidly moving across every medium to deliver successful multichannel campaigns, engaging digital experiences, and innovative products for a wide range of global brands. Solving client's toughest challenges with a pioneering creative approach that blends strategy, technology, and an extensive background in design.

Work

HEAD OF CREATIVE 2019–Present

Byte New York

As the US creative lead, responsible for building a collaborative team, growing client relationships, winning new business, and identifying ways the agency can capitalize on the seismic shifts reshaping the marketing landscape.

- Led the company's creative output across the agency's entire client roster including **Spotify, Google, Waze, Pret, Freshly, and Moda Operandi.**
- Directed the team across multiple work streams and diverse backgrounds including copywriting, art direction, strategy, animation, editing, and design to deliver top-notch digital content.
- Spearhead proactive ideation around brand initiatives, working closely with clients to concept and define their digital and social campaigns. Worked across departments to resource projects and develop insightful briefs for the creative department.

ASSOCIATE CREATIVE DIRECTOR 2018–2019

Blippar New York

Created revolutionary work for clients, delivering best-in-class augmented reality experiences 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 2015–2018

Colossal New York

Led a high volume of pitches for campaigns and brand 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.**
- 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 2015

Sensis Los Angeles

SENIOR ART DIRECTOR 2014

Launched and sustained large-scale, international advertising campaigns. 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.**

- Promoted from Senior Art Director to Associate Creative Director within 6 months as a result of successful delivery of a multimillion-dollar campaign for UCLA spanning TV, print, social, OOH, and a responsive website.

SENIOR ART DIRECTOR 2013–2014

Zeeto Media San Diego

ART DIRECTOR 2011–2013

Directed the creative team of a rapidly-growing tech startup, joining as the fifth hire and scaling up as the company reached 50 employees. Maintained the highest standards for execution in all aspects across design and development.

- Launched and led all marketing efforts for the company’s digital products—building websites, software, and apps—then scaled and maintained them to meet the needs of several million monthly users.

DESIGNER 2010–2011

Situation Interactive New York

Worked hands-on to create sharp, unique visual messages that attract attention and drive results for the digital agency’s live entertainment clients including **Disney, Marvel, Cirque du Soleil and The Metropolitan Opera.**

JUNIOR DESIGNER 2008–2010

Last Exit New York

Created key elements in digital projects for **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

On-site concept development, art direction and design for various creative shops.

Agency	Dates	Clients
Cylance	Fall 2015	In-house
true[X]	Summer 2015	Fox, E! Entertainment Television
Vayner Media	Summer 2015	Toyota, Marvel, Mattel
Mirum (formerly Digitaria)	Spring 2011	Qualcomm, NBC, Federated Poker

Education

FASHION INSTITUTE OF TECHNOLOGY

Bachelor of Science: Advertising and Marketing Communication

Associate in Applied Science: Communication Design