

COVER

Marcus is an International award-winning Creative Director at Leo Burnett / Publicis Group and brings his 20 years of creative excellence / business solution and digital first thinking to the team in MENA. With experience and training from The Berlin/ School of Creative Leadership, DDB, TBWA, BBDO to name a few.

Previously Marcus, was the Social Media Creative Director at WPP bespoke agency Garage Team Mazda in Los Angeles, CA. Where he leveraged emerging technology, design and entertainment to build a new approach to the way car story telling is done for the global brand.

Marcus has managed teams and built departments to manage global creative initiatives while leading agency partners across innovative and progressive media platforms. For award winning brands such as; Coca-cola, P&G, Netflix, McDonalds, Ubisoft and surrounding industries as technology, automotive, spirits, financial and CPG.

As a leader Marcus believes in the responsibility of giving back, mentoring and influencing the next generation and co-founded The Los Angeles Creative School. Which offers a cross disciplinary creative curriculum for graduates and working professionals, supported by a strong network of established AWARD-WINNING advertising and entertainment industry experts. More info: www.LaCreativeSchool.com

Marcus is not only a creative, he is also a chef and entrepreneur. To his ability to recognize business opportunities and develop innovative solutions based on human behavioral patterns. He has launched a gourmet-seasoning line that is based on color theory, which connects to home cook's personality, chakras, and or auras, called Cook By Color. More info: www.CookByColor.com

SUMMARY

Marcus is an international award-winning 360 & Social / Digital Creative Director with experience and training from The Berlin/School of Creative Leadership, DDB World Wide, BBDO and TBWA /Chiat Day to name a few:

- Expert creative & social media strategist
- Built and managed creative teams and divisions
- Cross managed agency partners to launch global activations

AWARDS & RECOGNITION

Clio • Effies • The NY Festivals • YoungGuns • Beldings • DDB Pinnacle • Archive Mag • Ad Age Mag
• Adweek Mag • Creativity Mag • (UK) Zoo Mag • CA Mag

SPECIALTIES

Creative Leadership • Social Media & Digital Creative Strategist (Facebook, Instagram, Twitter, Snapchat & TikTok) • Conceptual Creative Direction / Art Direction / VR & AR • Experiential UXD / IA / UI • Progressive Media • Cultural Tech Strategist

INDUSTRIES & (BRANDS)

Gaming • Entertainment • Tech & Electronics • Automotive • CPG • Spirits • Financial • Fashion • Insurance
Government (Ubisoft, Artari, Netflix, Amazon, FOX TV, Honda, GMC, Coca-Cola,
Lenovo Gaming Computers, Procter & Gamble • General Mills)

CURRENT WORK

Publicis Group Leo Burnett - Creative Director 8/19 - Present (Qatar, Doha MENA)
WPP The Garage Team Mazda - Social / Digital Creative Director 6/18 - 9/19 (Mazda)

FULL-TIME PAST WORK

TBWA Chiat Day (LA) - Associate Creative Director
DDB Worldwide (LA) - Art Director
Muse Communication (LA) - Creative Director
R&R Partners (LV) - Creative Director
The Woo (LA) - Creative Director
Legion of Creatives (LA) - Creative Director
Disrupt Media Partners (LA) - Creative Director
CHWA (CHI) - Creative Director

} 19yrs

FREELANCE - PAST WORK

BLT Communications (LA) - (Freelance Creative Director)
Latin Works (TX) - (Freelance Creative Director)
BBDO West (SF) - (Associate Creative Director)

EDUCATION

Cannes Creative Leaders Programme (Berlin/France) - (Master's Degree in Creative Leadership – 7/12)
Columbus College of Art & Design (Columbus, OH) - (BFA – Advertising & Graphic Design – 6/98)