

CURRICULUM VITAE PHILIA BEROUD

PERSONALIA

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Birth Date June 05, 1978



WORK EXPERIENCE

2010 – 2014

Associate Creative Director

IceMobile/Muse Agency

Creation of integrated campaigns, mobile applications, platforms, Ecommerce and social media.

Mixing classic advertising, with integrated, innovative digital experiences.

Responsible for the creative department and daily creative output of the agency. Reporting to management and creative director. Working together with general manager & account executives.

Supervise and manage team of 10+ creatives. Creative responsible on accounts of Hot Wheels, Samsung, Bosch, Siemens, Philips, ABN AMRO, P&G, Scotch & Soda, H&M & Efteling.

2009 – current

Founder I Creative

Creazitivity - crazy about creative branding

Non-commercial label for experimental concept development and creative projects.

If you want to find out more, feel free to have a look at creazitivity.com if you didn't already.

2008 – 2010

Senior Art Director

IDTV

Working on brands such as Poker Stars, Foot Locker, Dutch Museum of National History, The Classical Music Steering Group of the Netherlands and Vodafone.

In this position I work as an art director working in a multidisciplinary team. My role was to conceive and create brand experiences, using a 360-degree approach. Doing this as creative lead, working together with Account, Strategy & Project Management.

2005 – 2008

Creative Lead and Art Director

Media Republic part of WPP

I worked as an art director on the following accounts: AXE Unilever, Lipton Ice Tea, AdeZ, Heineken, Brand Beer, Samsung Tempo-Team, KPN and Tommy Hilfiger.

I was leading Global and European (pitch) projects, developing concepts in all media for Unilever & Tommy.

Media Republic works in multidisciplinary teams.
Creative leads functioned as responsible for the creative output and production of the teams overall deliverables, such as: websites, events, product development, print, radio, in-store, mobile, TV-commercials, etc.

In this position I reported directly to the Creative Director, working together with Account Directors and Project Managers.

2004 – 2005

Art Director

Endemol

At Endemol I was active as a Concept Developer in the department of cross media format development.

In this department all cross-media concepts & TV formats of Endemol Netherlands were being developed and marketed.

At Endemol I worked for brands, such as: Mexx, Suit Supply and Fortis.

2003 – 2004

Junior Creative

Young Works Amsterdam

Involved as a junior creative in the development campaigns for clients, specializing in brand communication campaigns for 6-16 y.o. target groups.

2003 – 2004

Creative Intern

John Doe Amsterdam part of Filthy Film LA

As an intern at John Doe, I was trained directly by the two Creative Directors & founders, developing integrated campaigns for Quick & MTV International.

They learned me to kill your darlings, push-up creativity and think further concepts, as-big-idea as one can.

AWARDS & HONOURS

- 2013 Webby Awards Honoree Drawsome Intern
- 2013 Finalist Drawsome Intern, Spin Awards
- 2012 Webby Awards Honoree Samsung Stare Battle
- 2012 Silver Samsung Stare Battle, SMG One Awards
- 2012 Finalist Samsung Stare Battle, Spin Awards Game
- 2012 Finalist Samsung Stare Battle, Spin Awards Interactive Video
- 2011 Finalist Cannes Lions Hot Wheels Secret Race Battle
- 2011 Favorite website award of the day, Hot Wheels Secret Race Battle
- 2011 Winner Australian Event Awards Hot Wheels Secret Race Battle
- 2008 Favorite website award of the day TommyTv
- 2008 Silver W3 Award, TommyTv
- 2008 Creative Web Award from Design Licks, TommyTv
- 2008 Amma Award AXE Bom Chicka Wah Wah
- 2008 Finalist AXE Bom Chicka Wah Wah, Spin Awards
- 2007 Finalist AXE Spray More Get More, Spin Awards
- 2007 Finalist AXE Click, Spin Awards
- 2007 Best Recruitment Award Heineken Jobs Spilts
- 2007 Winner Dutch Youngs Dogs, Young Dutch Creative Selection Cannes

EDUCATION AND QUALIFICATIONS

2003 – 2004

Concepting & strategic marketing communication

Hallo© academy Amsterdam

I studied at the Academy for applied creativity to learn and specialize in concept development and brand building, after I obtained my Bachelor's degree with specialization in Marketing & Communication.

Hallo© Academy for applied creativity is an international postgraduate study for applied creativity, with the focus on strategic thinking, concept development and opportunity seeking.

The aim of the academy is to educate students into multifunctional players in the field of applied creativity, delivering strategist and conceptual copy and art directors that function both in traditional copy and art teams as well as in more (perhaps yet) unconventional multidisciplinary teams.

www.halloacademy.nl

1999 – 2003

Bachelor Management and Business Administration

International Hotelschool The Hague

Bachelor's degree obtained in August 2003.

Specialization: Marketing & Communication.

Subjects: Sustainability Management, Electronic and Mobile Commerce, Information Management, Brand and Marketing Management.

1997 – 1998

Law

Erasmus University Rotterdam

Followed the propaedeutic year, attaining courses of general European and Dutch law.

1991 – 1997

Grammar school Athenaeum

Libanon Lyceum Rotterdam

Exam subjects: Dutch, French, English, History, Geography, Biology, Economics I, Economics II and Sociology.

EXTRACURRICULAR ACTIVITIES

2010 – current

Jury member & key speaker

Representing Muse as jury member Spin Awards and key speaker at Universities & Art schools.

2008 – Present

Blogger for Dutch Cowboys weblog

Since the beginning of 2008 I started blogging for www.dutchcowboys.nl

2007 – Present

Guest Lecturer at Willem de Kooning Academie Rotterdam

I was asked to host an interactive (semester) course about Concept Development at the Willem de Kooning Academie, Rotterdam. Absolutely great to do and very inspiring.

The Willem de Kooning Academy is the only art college in the Netherlands with an advertising major. The academy trains students to become an advertiser of the future with a strong affinity with conceptualization.

2004 – Present

Member of the International Advertising Association

International Advertising Association (IAA) Amsterdam

External company visits, discussion- and network meetings.

2004 – 2008

Representative young creatives International Advertising Festival

Dutch Young Dogs, Cannes

I won pitch and as a reward a trip to the International Advertising festival in Cannes with the Dutch Young Dogs. I worked together with copywriter Jorn Bartlema (creative at Staat,... Amsterdam). Member of Dutch Young Dogs as of July 2004.

LANGUAGE & LICENCES

Language skills

Dutch
English
Spanish
French

Driving Licence

B, July 30, 1997

Padi Open water Diver

HOBBIES AND INTERESTS

Hobbies & Interests

I love discovering, watching and meeting new people, studying their passions and their habits. These observations I translate into new products and conceptual experiments. So, besides my work as a commercial creative I keep myself busy developing new conceptual products & initiatives, joining forces with other creatives, strategists, scientists and my friends.

**** THANK YOU ****