

# ILAN FRANKEL

CREATIVE DIRECTOR | COPYWRITER

## EMPLOYMENT

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### FREELANCE

CD / CW

[10/2022 - ]

- I help startups figure out their brand, and agencies and in-house teams tackle projects

### MIGHTIER

CD

[4/2022 - 10/2022]

- Established a vision, built a brand foundation, revamped website, managed a team

### HILL HOLIDAY - BMW, BOFA, BOAR'S HEAD

ACD

[10/2018-04/2022]

- Learned storytelling, led integrated campaigns, managed juniors, won new biz

### SAPIENT - FIAT CHRYSLER, DUNKIN, LIBERTY

SR. CW

[07/2015-10/2018]

- Wrote websites and apps, got schooled on digital experiences

### CAMPFIRE - REEBOK, THE MALALA FUND

FREELANCE SR. CW

[11/2015-8/2016]

- Concepted and produced social, pr, & activations

### MMB - TOYOTA, OSJL, SUBWAY

COPYWRITER

[09/2013-07/2015]

- Worked under the best writer in town, pushed out TV, CRM, print, and radio

### SRG - EL MONTEREY, ALMOND BOARD OF CA

JR CW / COPYWRITER

[10/2010-08/2013]

- Found my footing, saw how professionals work

### CP+B - DOMINO'S, VITAMIN WATER, BK

INTERN COPYWRITER

[01/2010-04/2010]

- Sold work, tried not to be a deer in the headlights

### DIAL HOUSE - TRIDENT, CANADIAN CLUB

BRAND PLANNER

[06/2007-09/2008]

- Started my career, learned brand planning, research, and strategy

### KIBBUTZ KFAR GILADI

FARMER

[1993-2005]

- Planted avocados, milked cows, raised chickens

## EDUCATION

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### MIAMI AD SCHOOL

[09/2006 - 09/2008]

I go to America!

### ISRAEL DEFENSE FORCES

[11/2001 - 11/2004]

Drove tanks, managed logistics, wrote my battalion's fight songs

## AWARDS

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CLIO

LÜRZER'S ARCHIVE

COMMUNICATION ARTS

SHORTY

DIGIDAY

HATCH

MITX

ONE SHOW

WEBBY

ADDY

AAF MOSAIC

## SKILLS

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Branding, Concepting, Copywriting, Trivia Night Hosting, Digital, Mobile, Management, Apps, Film, Hummus-Making, Experiential, Content, Social, CRM, Radio, Print, New Business.