

MARTIN RUD

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EXPERIENCE

Senior Digital Creative

AdPeople Worldwide (WPP) | Copenhagen | 2015 - Present

In early 2015 I was headhunted by AdPeople WorldWide as a Digital Creative Lead for the Saxo Bank account. The role includes execution of Interactive campaigns and digital branding including, websites, microsites, rich media banners, viral marketing and social media solutions, mobile and IA design. Other responsibilities: Key team member of new business pitches and presentations. Recruit, and development of the creative department.

Clients: Dell | Saxo Bank and LEO Pharma

Senior Digital Creative

Kunde & Co | Copenhagen | 2011 - 2015

Executed fully integrated campaigns, branding and rebranding. Art direction, design and concept development. Many of the clients include international work across different media platforms. Lead creative on Danfoss and Grundfos.

Clients: Danfoss | Grundfos | Vestas | Dong Energy | Oticon | Stofa and Telmore.

Art Director

Fireball | Copenhagen | 2010 - 2010

Executed fully integrated campaigns, branding and rebranding. Both digital and offline work, including CVI and packaging design.

Clients: Toms Chocolate | Scandinavian Tobacco Group and CPH Airport.

Art Director

Face The Work | Freelance | Athens | 2009 - 2010

Freelance Art Director in Athens, Greece with clients from Denmark and Dubai. Both offline and online.

Clients: Ben & Jerry's | plus a number of agencies in Dubai and Copenhagen.

Head of Graphic Department

one.com | Dubai | 2006 - 2009

Responsible for the creative department and the Corporate Visual Identity together with brand and design development. One of the important task was to design and produce richmedia banner ads, together with web and blog templates for one.com's customers. Managed and mentored the creative team of art directors and designers.

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Art Director

Dreyer & Kvetny Advertising | Copenhagen | 2003 - 2006

Clients: 3.dk | Bane Danmark | Nokia Denmark | Ferrero: including Nutella, Kinder and TicTac.

Project Manager

Magnetix | Copenhagen | 2001 - 2002

Project manager with contact to clients and suppliers. Including scoping and coordinating larger websites.

Clients: Socialdemokraterne | Netto and Maersk Tankers.

Internet Project Manager

Umwelt Advertising | Copenhagen | 1999 - 2001

Transforming offline ideas into online campaigns. It was the early start of the dot.com race so every client wanted to be ahead of start. Made the first website for Umwelt.

Clients: Tobaksskaderådet | Bolig Magasinet | World Online and Tiscali.

EDUCATION & Professional Development

2014 SXSW, Interactive, Austin Texas

2012 Offf, Barcelona

2009 Intermediate Adobe After Effects Course, Dubai

2002-2003 Grafix, Graphic Art School, Copenhagen

1997-1999 New Media Manager, KTS, Copenhagen

SPECIALTIES

Strong visual design skills

Conceptual / Creative thinker

Understanding the client's business and needs

Directing and managing creative teams toward a visual, conceptual, and functional design solution.

Wide knowledge of creative advertising and graphic design trends

Discovering new technology trends

Fluent in Adobe Creative Cloud and Sketch

Experience with Cinema 4d and After Effects