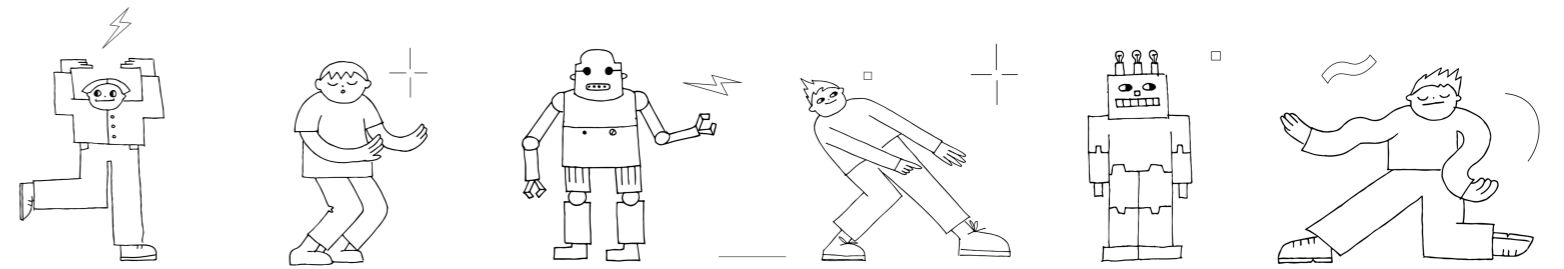


## CONTACTS

fownk1@gmail.com  
fownk.com (Portfolio)  
linkedin.com/in/fownk/ (Linkedin)

# MATT LEBEDEV

(CONCEPT CREATIVE) \* (COPYWRITER)  
BERLIN, GERMANY



## TOP SKILLS

IDEATION & CONCEPTING / STORYTELLING  
360° INTEGRATED CAMPAIGNS  
AWARD IDEAS / DIGITAL MARKETING  
SOCIAL MEDIA MARKETING

SCRIPTWRITING • HEADLINES • LONG COPY  
KEYNOTE • ADOBE CREATIVE SUITE  
AI GENERATIVE TOOLS • INNOVATION RESEARCH  
TEAM LEADERSHIP • TEAM BRAINSTORMING

I'm a former Googler turned award-winning copywriter.

There are writers who believe that in the beginning was the Word. I think it's better to start with the Idea and the Insight, allowing the Copy and Art Direction to follow. This way, we can make the Wor[l]d a little bit better. Here's my formula:

### ① FINDING INSIGHTS

BEHAVIORAL RESEARCH • ANALYTICS

### ② IDEATION

CREATIVE TECHNIQUES • TEAM BRAINSTORMING

### ③ CREATIVE WRITING

WRITING EXCELLENCE • STORYTELLING TECHNIQUES

## LANGUAGES

ENGLISH (NATIVE/BILINGUAL)  
RUSSIAN (NATIVE/BILINGUAL)  
GERMAN (ELEMENTARY)

## EXPERIENCE ABRIDGED

### 🇩🇪 BBDO BERLIN

MID-LEVEL CONCEPT CREATIVE  
APR 2023 - MAY 2024 (1 YEAR 1 MONTH)  
BERLIN, GERMANY

→ COMBINED THE ROLES OF COPYWRITER AND ART DIRECTOR;  
→ WON 5 PITCHES, FINISHED 3 AWARD PROJECTS.  
CLIENTS: BVG, MERCEDES, E.ON, 1&1, META, PUMA, LIDL.

### 🇳🇱 PUBLICIS (LE PUB)

FREELANCE CONCEPT CREATIVE  
JAN 2023 - APR 2023 (4 MONTHS)  
AMSTERDAM, NETHERLANDS

→ JOINED THE TEAM FOR THE BURGER KING PITCH AND WON IT.

### 🇷🇺 PICHESKY

CREATIVE DIRECTOR  
Aug 2019 - Dec 2021 (2 YEARS 5 MONTHS)  
MOSCOW, RUSSIA

→ THE TEAM AND I TRANSFORMED A SMALL INDEPENDENT AGENCY INTO THE #1 SMM AGENCY AND THE #2 DIGITAL AGENCY IN RUSSIA.  
→ WON THE PITCHES TO LEAD MICROSOFT, XBOX, MCDONALD'S IN DIGITAL.  
CLIENTS: BMW, MINI, MICROSOFT, XBOX, MCDONALD'S, UBER, YANDEX.GO, YANDEX.MAPS, LG.

### 🇷🇺 PICHESKY / GOOGLE

CONCEPT CREATIVE, CREATIVE GROUP HEAD  
Nov 2013 - Jul 2019 (5 YEARS 9 MONTHS)  
MOSCOW, RUSSIA

→ WAS IN CHARGE OF GOOGLE CIS SOCIAL CHANNELS AND DIGITAL ACTIVATIONS, WORKING AS AN ALLOCATED CREATIVE AT GOOGLE RUSSIA.  
→ WON THE PITCH TO LEAD BMW RUSSIA IN DIGITAL.  
OTHER CLIENTS: COCA COLA, AVITO, BIERSDORF, PHILIPS, NESTLÉ, ETC.

## EDUCATION

### 🇷🇺 Higher School of Economics

MASTER'S DEGREE, ADVERTISING AND MARKETING COMMUNICATIONS  
Sep 2004 - Jul 2011  
MOSCOW, RUSSIA

### 🇩🇪 Miami Ad School Europe

COPYWRITER (🐶 TOP DOG)  
Jan 2022 - Dec 2023  
BERLIN, GERMANY

### 🇩🇪 Miami Ad School Europe

ART-DIRECTOR (🐶 TOP DOG)  
Jan 2022 - Dec 2023  
BERLIN, GERMANY

### 🇩🇪 Miami Ad School Buenos Aires

CREATIVE EXCELLENCE PROGRAM  
Mar 2024 - Jun 2024



## HONORS & AWARDS ABRIDGED

2024 YOUNG ONES (THE ONE CLUB)  
🏆 TOP7 STUDENT ART DIRECTORS WORLDWIDE

2023 CANNES LIONS (FUTURE LIONS)  
🏆 FINALIST (VOLVO, CARINCAR)

2024 D&AD (NEW BLOOD)  
🏆 YELLOW (HSBC, CASH FLOW MIXTAPE)

2023 D&AD (NEW BLOOD)  
🏆 GRAPHITE (HP, THE BLOODLESS CARDS)

2023 D&AD (NEW BLOOD)  
🏆 WOOD (PENGUIN BOOKS, KAMA BOOKTRA)

2023 CLIO  
🏆 WINNER (HP, THE BLOODLESS CARDS)

2024 YOUNG ONES / ONE SHOW  
🏆 2X GOLD (VOLVO, AIRBACKED)  
🏆 SILVER (VOLVO, AIRBACKED)  
🏆 FINALIST (VOLVO, CARINCAR)  
🏆 FINALIST (NOTCO, NOTHANGOVERPIZZA)

2023 YOUNG ONES / ONE SHOW  
🏆 BRONZE (VERIZON, CHARGE TO VERIZON)  
🏆 BRONZE (HP, THE BLOODLESS CARDS)

2021 EFFIE  
🏆 WINNER (MICROSOFT, CITY OF INNOVATIONS)

2021 TAGLINE  
🏆 WINNER (YANDEX.MAPS, LOCAL FLAVORS)  
🏆 WINNER (MICROSOFT, CITY OF INNOVATIONS)

## EXTRA

I'M A DANCER WITH 18+ YEARS OF EXPERIENCE. I CONTRIBUTE TO THE DANCE COMMUNITY WITH A LOCALLY FAMOUS 'CYPHER KINGS' FUNK PARTY, WHICH I CURATE.

## DOCUMENTS

GERMAN BLUE CARD 🇩🇪

Rick Rubin said:

"If you're not enjoying it and there's not much love in it, how can the work be good?"  
Let's enjoy this craft together.