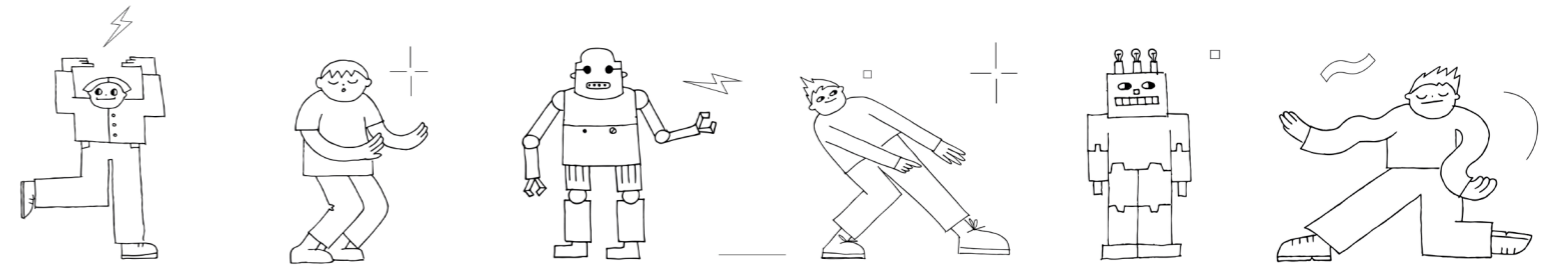


## CONTACTS

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:



## LANGUAGES

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

## 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 CLIQ  
🏆 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)

## EXPERIENCE ABRIDGED

**HeimatTBWA\**  
CONCEPT CREATIVE & COPYWRITER  
SEP 2024 - PRESENT  
BERLIN, GERMANY  
→ INNOVATION IDEAS & AWARDS TEAM

**BBDO BERLIN**  
MID-LEVEL CONCEPT CREATIVE  
APR 2023 - MAY 2024 (1 YEAR 1 MONTH)  
BERLIN, GERMANY  
→ WON 5 PITCHES, FINISHED 4 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 PITCHES TO LEAD MICROSOFT, XBOX, MCDONALD'S IN DIGITAL.  
OTHER CLIENTS: BMW, MINI, 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



## 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.