

CONTACTS

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

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

LANGUAGES

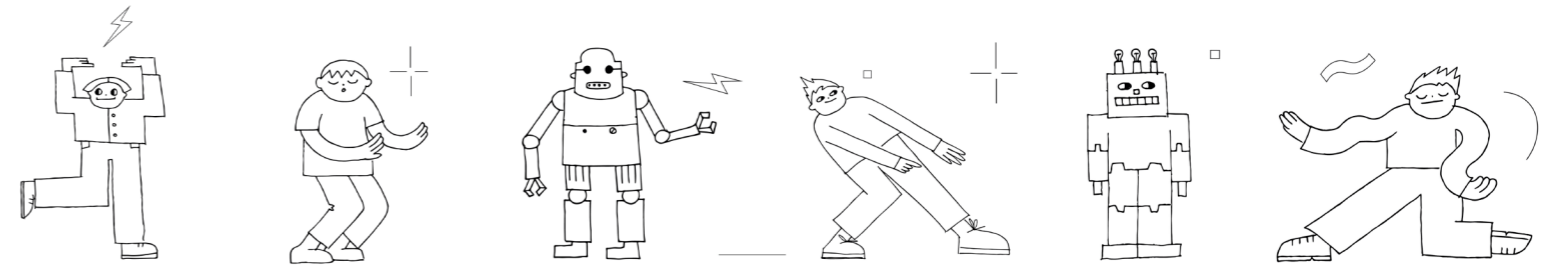
ENGLISH (NATIVE/BILINGUAL)
RUSSIAN (NATIVE/BILINGUAL)
GERMAN (ELEMENTARY)

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)

MATT LEBEDEV

(CONCEPT CREATIVE) * (COPYWRITER)
BERLIN, GERMANY



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

I dance like a robot and write like a human. I believe in the power of ideas and insights. Here's my formula:

① FINDING INSIGHTS

BEHAVIORAL RESEARCH • ANALYTICS

② IDEATION

CREATIVE TECHNIQUES • TEAM BRAINSTORMING

③ CREATIVE WRITING

WRITING EXCELLENCE • STORYTELLING TECHNIQUES

EXPERIENCE ABRIDGED

HeimatTBWA
CONCEPT CREATIVE & COPYWRITER
SEP 2024 - PRESENT
BERLIN, GERMANY

→ INNOVATION IDEAS & AWARDS TEAM
→ WON AGENCY'S BIGGEST PITCH OF THE YEAR: BOSCH.
OTHER CLIENTS: Zurich, ONE, CORRECTIV, ETC.

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
→ HELPED THE TEAM SECURE BURGER KING AS A CLIENT FOR GAMING-RELATED CAMPAIGNS.

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 20+ 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.