

# IAN GHENT

ian.ghent@gmail.com  
(917)557-1583

www.nextfourdays.work

**OBJECTIVE:** To drive culture through creative innovation & contribute to the growth of an elite creative agency.

**CLIENTS INCLUDE:** Converse, Cons, Nike, Google, McDonalds, Toyo Tires, Ikea, State Farm, Budweiser, Topgolf, Tylenol, Olay, Chobani, Fabletics, Sprint, Paramount, NBA, Android, Dicks Sporting Goods, Caribou Coffee, Beverage Partners Worldwide, Unify, Planview, Champs, Hewlett Packard, Wells Fargo, Georgia Lottery, California Lottery, Apple, Urby, Mass Mutual, Aereo, D'Addario, Diet Coke, Virgin America, Body Armor, Core, Spoiled Child, Jet Blue, Hyatt Hotels

**NEW BUSINESS AQUISITION:** Unique ability to convert original ideas to new business by successfully acquiring new clients using the art of pitch theater, groundbreaking ideas, leadership and memorable presentation. Winning pitches include: CONVERSE, CONS, DIESEL, BUDWEISER, THE NBA, TOPGOLF, BUD LIGHT.

## EDUCATION

CAL ARTS School Film/Video: BFA 2002

## SKILLS AND INTERESTS

Stand up comedy, 15 years+ of on-stage experience

Created 2 comic books, "Pantstown", "The Everything".

Completed 6 marathons, NYC, LA, BOSTON.

Exhibited Oil Painter.

Published writer and illustrator.

## FREELANCE: Creative Director

June 2015 – PRESENT

Creative freelancer for top agencies in New York, Los Angeles, San Francisco, & San Diego. Assisted in house teams with ideation for a wide range of clients across a variety of objectives, with skills that include, copywriting, art direction, illustration, concept ideation, & brand strategy. Full list available upon request.

## TRANSLATION, NYC: Senior Copywriter

March 2014 – April 2015

Met needs of creative briefs. Clients include: State Farm, Sprite, McDonalds, Sprint, Champs, Budweiser, and Google.

- \* "Hands," radio/broadcast :30 for McDonalds
- \* "Podium," broadcast :30 for McDonalds
- \* "KD Law," broadcast :60, 2 supporting :30s, for Sprint.

## MTV: Writer/Producer

June 2011 – March 2012

Crafted promotional video content and marketing material for broadcast and on-air environments.

- \* Beavis & Butthead, "Jersey Shore Hijack."
- \* Punk'd, "Friends With No Benefits," "#BFFU."
- \* Ridiculousness, launch promotion and VMA tie-in material.
- \* Creative lead for Cage'd, Death Valley, launches.
- \* Assisted in "Choose or Lose/Power of 12" rebranding.

## ANOMALY: Writer/Art Director/Event Designer/Content Creator

March 2007 – November 2010

Clients included: Virgin America, Converse, CONS, Diesel, Beverage Partners Worldwide, Coke, Budweiser.

- \* "Diesel Be Stupid" creative pitch
- \* "Levis 501" creative pitch team
- \* "Everybody" Virgin America launch campaign.
- \* "I'm With Basketball," Converse Basketball manifesto.
- \* "Weapresent," Converse 2008 NBA FINALS experiential.
- \* "Domaination," Effie winning Converse digital campaign.
- \* "Charles Charles MaGalls," Converse digital/social campaign.
- \* "Band of Ballers," Converse experiential event.