MICHAEL KREMER / CREATIVE DIRECTOR

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AIRBNB / CREATIVE DIRECTOR
Remote / Feb '21 - Current

- Own creative direction for global brand and product campaigns including Get an Airbnb, Airbnb Experiences & Services, Airbnb Categories, and Made Possible by Hosts
- Drove multiple global product launches in close partnership with MarCom, Product, and Leadership
- Oversaw Airbnb's most successful social campaigns to date
- Co-authored the famous Categories OOH campaign
- Defined and evolved Airbnb's iconic animation style and system
- Integrated AI-enabled creative workflows across teams to increase speed, experimentation, and scale

ROSEWOOD / CREATIVE DIRECTOR, FREELANCE
Los Angeles | Mar '20 - Jan '21

- Served as creative partner to the founder to reposition the company's creative philosophy, vision, and strategic direction
- Delivered a 100% win rate on new business pitches following the creative repositioning
- Clients: Apple Music, Beats by Dre, Riot Games,Propel, ECOS

RESIDENT / CREATIVE DIRECTOR, HEAD OF CREATIVE
New York, NY / Jul '19 - Feb '20

- Head of Creative, built and led a multidisciplinary team of 14 creatives
- Oversaw all creative campaigns, product design, surface design and social content across 7 in-house brands (Nectar Mattress, DreamCloud, Awara, Cloverlane, etc.)
- Ran in-house studio and production operation delivering 600+ pieces of content annually
- Established brand guidelines for all Resident brands
- Developed and launch integrated 360 campaigns

LAUNDRY SERVICE / CREATIVE DIRECTOR
Brooklyn, NY / Jan '18 - Jul '19 // ACD Feb '17 - Jan '18

- Oversaw 12+ accounts during tenure including Bud Light, Nike, Hennessy, Beats by Dre, NBA, United Airlines, BMW, Belvedere
- Managed multiple creative teams of 5-10 people
- Responsible for mentorship and career development of creatives across teams
- Partnered with CEO, CMO, and CCO to define the company's creative philosophy, operating model, and department structure
- As ACD, oversaw entire creative department's 12 Art Directors

MCCANN / SENIOR ART DIRECTOR
New York, NY / May '15 - Feb '17

- Lead art director for Microsoft's global digital and social creative ecosystem
- Oversee and mentor team of designers and art directors
- Launched Windows 10 OS globally, reaching 250M downloads in the first four weeks

FCB / SENIOR ART DIRECTOR
New York, NY / June '13 - May '15

- Lead Art Director for production of multiple 360 campaigns
- Manage team of Jr. Art Directors and freelance ADs
- Oversee creative for $100 million campaign launch

FCB / ART DIRECTOR
New York, NY / July '11 - June '13

- Member of The Bank, a specialized creative group curated by the CCO to tackle the agency's most complex challenges
- Won 8 new business pitches
- Worked on over 20 brands including Oreo, Nivea, Eucerin

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NUMBERS

04 - Cannes Lions
03 - One Show Pencils
49 - Countries visited
05 - Guitars owned
02 - Number of diamonds preferred on a ski trail
90 - Concerts seen by the same band

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EDUCATION

S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS
Syracuse University | Syracuse, New York
B.S. Advertising, Marketing
Dean's List

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CONTACT

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