

**David Korchin**  
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**Ad portfolio** | [www.davidkorchincreative.com](http://www.davidkorchincreative.com)  
**Photography portfolio** | [www.davidkorchin.com](http://www.davidkorchin.com)

Hello!

I'm a free agent creative leader in Digital, TV and Print; a Photographer, Documentarian and expert practitioner of the dark arts in advertising and branding.

My career has been spent helping brands perfect their voices, engage their audiences, and explore new markets. Working with smart clients to tell important stories that have impact is what drives me. Alongside "the work," identifying and mentoring talent, collaborating with diverse personalities and shepherding creativity is immensely rewarding for me, as nothing great is ever achieved without partnership.

I've been fortunate to be recognized in a few quarters: Cannes Lions & Cyberlions, Clios, London International Advertising Awards, Addys, Webbys, OneShows, DMA Echos, D&AD's and Communications Arts.

I'm currently living in Brooklyn, NY with my entrepreneur wife and creative partner, and our miniature wired-haired Dachshund, who always has final approval.

Please have a look at what I've been up to...

## experience

- Present **The Ricciardi Group** New York, NY  
*Executive Creative Director*  
Leading brand Campaign, Messaging, Identity and channel deployment for select global clients in Fintech, Private Equity, Asset Management and Banking.
- 2018-2020 **McCann Worldgroup/MRM** New York, NY  
*SVP, Executive Creative Director*  
Co-creative lead on Honeywell and Verizon B2B across Digital, TV/OLV and Print. For Verizon launched the “Ready 2.0” campaign in all channels; for Honeywell led the global brand launch of “THE FUTURE IS WHAT WE MAKE IT” across multiple geographies.
- 2016-2018 **DigitasLBi** New York, NY  
*SVP, Creative*  
Led digital B2B communications for clients T-Mobile Business and Travelers Insurance, managing teams in Seattle and New York. Developed digital brand communications for global services client Accenture, winning multiple OneShow and Clio awards for “*Symphonologie*,” a first-ever live orchestral experience built using AI that identifies sentiment from the top stories in business and technology and converts it to music.
- 2015-2016 **Atmosphere/Proximity** New York, NY  
*Co-Creative Director, Freelance*  
Responsible for Digital, TV and Print communications for Cognizant, the global business and technology services company.
- 2007-2014 **OgilvyOne Worldwide** New York, NY  
*Group Creative Director*  
Responsible for multi-channel Digital, Brand and B2B communications. Launched IBM WATSON on the TV game show *JEOPARDY!* and was recognized in Design, Innovation and PR at Cannes, The OneShow, Webbys, DMA Echoes, D&AD, Communications Arts and the London International Advertising Awards. Secured the Aetna Consumer Marketing assignment after winning the B2B work for the health care insurer. Created compelling digital experiences—from brand engagement and awareness, to original digital sub-brands, to user-generated platforms—for a range of clients including AT&T, BlackRock, Eli Lilly, Goldman Sachs, Motorola, Sprite, Thomson Reuters and Unilever.
- 2005-2007 **McCann Worldgroup/MRM** New York, NY  
*SVP, Creative Director*  
Responsible for Digital creative development for integrated agency accounts Nikon, Kohl's, Wendy's, Exxon Mobil. New business wins include Agency of Record for US ARMY, and global demand generation assignment for HP Personal Services Group.

- 1998-2003 **OgilvyOne Worldwide** New York, NY  
*Senior Partner, Creative Director*  
Digital creative development, creative resource planning and management for Fortune-500 accounts, including Eli Lilly, Kodak, Pitney Bowes, Ponds, Revlon, SAP, Sears, Sprite, Unilever and others. Won integrated new business for agency and network (Motorola, Cisco, AT&T Wireless, Goldman Sachs); created innovative youth marketing and advocacy channels (Sprite, Virginia Tobacco Settlement Fund).
- 1996-1998 **Strategic Interactive Group (SIG)** New York, NY/Boston, MA  
*Senior Art Director*  
Digital creative, art direction, execution and resource management for clients Abode Systems, American Express, AT&T, BankBoston, FedEx, IBM, Kraft Foods, Seagram's.
- 1995-1996 **Jack Morton Productions** Boston, MA  
*Graphic Designer*  
Design and production of multi-screen presentations for national corporate communications firm. Extensive content development for clients Astra S.A., Fidelity Investments, Gillette.
- 1990-present **Freelance Photographer** New York, NY  
Travel, lifestyle and documentary work for diverse clients, including Grammy Award artists Maria Schneider and Luciana Souza; group and solo gallery shows; work has appeared in *Edible East End*, *PDN Magazine*, *Down Beat* magazine, *Jazz Times*, *The New Yorker* and *The New York Times*.

## awards

Cannes Lions & Cyberlions, London International Advertising Awards, Addys, Webbys, The OneShow, DMA Echoes, D&AD, Communications Arts, Clios.

## skills

Expert in Adobe Creative Suite (Photoshop, Lightroom, Illustrator, InDesign, Premiere Rush, XD), Keynote, Pages, Hinderburg DAW. Fluent in Mac, PC and Linux platforms.

## et cetera

Fluent English and Portuguese speaker.  
FCC Amateur Radio General Class License holder.  
Member, Kings County ARES (Amateur Radio Emergency Services).