

michael harari

CREATIVE DIRECTOR

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the experience

ACD/CD, Freelance

New York, NY (March 2023 – Present)

- Agencies: Barker, Walton Isaacson, Piro, Allscope Media
- Clients: NYC casino bid, McDonald's, Lexus, PNC Bank, Autozone, Morgan Stanley
- Development of launch creative for Mind Over Batter, a baking cookbook I co-wrote

Associate Creative Director, BARKER

New York, NY (January 2015 – February 2023)

- Started as a freelance art director and now I'm here
- Head creative on Sunsweet, trying to make prunes the sexiest dried fruit on the market
- Managed 10 creatives across art and copy, managing workloads and timelines, helping to grow their skills, and overseeing freelance talent as well—with creative team input
- Led strategic planning, creative/campaign development, and productions
- Occasionally threw on my copywriter hat (it comes in different styles and usually completes the look, in case you're wondering)
- Successful New Business: SlimFast, Sunsweet, Stride (formerly K12), Ocuвите, Xifaxan
- Clients: Sunsweet, Bausch+Lomb, Miele, SlimFast, Parx Casino & more

Art Director, Likeable Media

New York, NY (May 2014 – December 2014)

- Seamless, SodaStream, Century21, New Business
- Created the agency's first social video campaign

Freelance Art Director, Self, Glow Interactive

New York, NY (December 2013 – December 2014)

- Worked across various industries: entertainment (Veep, Silicon Valley) and CPG
- Developed the look and feel of social and digital assets across brands

Junior Art Director/Creative Assistant/Manager, Digital Strategy, BBDO

New York, NY (November 2010 – December 2013)

- Digital strategist on award-winning campaigns for AT&T & FedEx
- Built out strategy and creative for clients' social presence across Facebook, Instagram, Pinterest, and Twitter—including social copy for key initiatives (e.g. AT&T's Sponsorship the USOC during the London 2012 Olympic Games)
- Hybridized (aka "slashed" my title) my role to include creative on social, 360° campaigns
- Clients: AT&T, M&M's, Dove Chocolate, FedEx, Lactaid, Splenda, Bayer

the skills

Adobe Creative Suite, Digital & Social Media Platforms, Integrated & Strategic Thinking, Copywriting, People

the education

University of Miami, Coral Gables, FL
B.S. Communication
Majors in Advertising and Psychology

the fun

Cookbook author, Not dotting my I's, Pop culture, Red wine, Pizza, Traveling, Photography, Chocolate, Beach Days, Instagram

awards and recognition

Rx Awards

Recommendation Engine, Campaign US

Gold Davie Awards

One Show

Clios

Cannes Lions

Tomorrow Awards

Facebook Studio Awards

Silver ADDY District 4

NSAC 2nd Place, Client: State Farm

Rising Star in Advertising, University of Miami