



MICHAL KAMINSKI

ASSOCIATE CREATIVE DIRECTOR

ABOUT ME

I am an Associate Creative Director with 16 years of experience in crafting above and through the line campaigns across consumer and healthcare sectors, both globally and nationally. With unwavering energy, professionalism, and dedication, I thrive in turning even the most challenging briefs into impactful campaigns and seizing opportunities when they seem scarce.

As an Associate Creative Director, my approach revolves around understanding and believing in the people I collaborate with and the brands I create for. In today's advertising landscape, it's about more than just selling products; it's about forging a deep connection between consumers and brands. This is why I place great importance on combining human insights and creativity to address and solve our clients' challenges.

Aside from my passion for the above, I find true satisfaction when my efforts are acknowledged and recognised in creative festivals worldwide.

PORTFOLIO

www.michalkaminski.com

CONTACT

67 Bailey House,
Rustat Avenue,
CBI 3PG, Cambridge

0756 401 4013
contact@michalkaminski.com
/kaminskimichal

EXPERIENCE

DDB Remedy, London

December 2021 – Present

November 2019 – December 2021

September 2015 – November 2019

Awards

Excedrin, The Migraine Experience
Cannes Lions: Silver, 2x Bronze, 4x Shortlist
Clio Health: Silver, Bronze, Shortlist
Epica: 2x Bronze, 3x Shortlist
Eurobest: Bronze, Shortlist
Effie North America: Gold
and several more...

DDB, Warsaw

August 2013 – June 2015

Awards

Zywiec, Elections – Effie: Gold
Foundation Against Domestic Violence
KTR: 2x Bronze
T-mobile, New Horizons
KTR: Bronze, 2x Shortlist

Ogilvy & Mather, Warsaw

January 2012 – July 2013

Awards

PHILIPS, Lumea
Effie: Bronze

Soho Square, Warsaw

January 2012 - July 2013

Freelance Creative, Warsaw

September 2011 - December 2011

Trumpet, London

June 2011 - August 2011

Associate Creative Director (full-time)

- Leading teams on various brands across the agency portfolio
- Pitching for new businesses with substantial wins
- Created global campaigns for a launch of a medical aesthetic device and migraine treatment
- Took part in NABS courses

Creative Lead (full-time)

- Delivered global campaigns for Allergan – luxury aesthetic brand
- Looked for innovative ways to push ideas forward and inspire the rest of the team as well as clients
- Took part in D&AD Leadership course

Senior Creative/Art Director (full-time)

- Created "The Migraine Experience" campaign for Excedrin which won 27 awards
- Developed creative vision and managed projects at the global level; responsible for all the creative output
- Created emotional connections with consumers, understood their barriers and changed their behavior
- Took part in D&AD Briefing your Creative Team course

Creative/Art Director (full-time)

- Was a key part of the pitch that won us the T-Mobile contract – the biggest bit of the year; led the creative development and managed work
- Directed and oversaw shoots for brands such as T-Mobile, LOT Airlines and Zywiec with celebrities such as Robert Lewandowski, the Bayern Munich player
- Instrumental in introducing innovative concepts with a strong vision and a strategic approach

Creative/Art Director (full-time)

- Worked on Santander Bank as a Creative Lead and created highly recognisable campaigns, one of them featuring Chuck Norris!
- Delivered integrated campaigns and social media initiatives for Philips, British Petrol, Michelin and MetLife
- Oversaw a team of designers, illustrators, artworkers and production companies

Creative/Art Director (part-time)

- Created global campaigns for AVON cosmetics
- Developed excellence through innovative and creative concepts across all media

- Worked on concepts for Unilever brands such as Knorr, Dove, Lynx

Creative (freelance)

- Created a winning pitch for Samsung's Christmas print campaign



HAVAS, Warsaw

November 2009 - November 2010

Scholz & Friends, Warsaw

July 2007 - June 2009

Awards

PJ's Smoothies – D&AD: In Book
Mitsubishi, Canter – KTR: Shortlist

Art Director (full-time)

- Delivered through the line campaigns for Orange, Dulux and Reckitt Benckiser

Junior Art Director (full-time)

- Striving for excellence on concepts for brands such as Mercedes-Benz, Mitsubishi, Tchibo along with Polish Bank and various charities
- Gained experience in concepting for TVC, press ads, OOH, DM, POS and collateral

EDUCATION

Academy of Fine Arts, Lodz

September 2008 - July 2010

Awards

Tyskie, Mug sticker
Ads of the World Awards:
Best student work
Magdalena Festival:
Special mention of the jury

MA in Graphic Design

Academy of Fine Arts, Lodz

September 2005 - July 2008

BA (Hons) in Graphic Design

University of IT, Warsaw

September 2008 - July 2010

BE (Hons) in 3D Graphics



Born, 14.09.1981

FOLLOW ME

Linkedin

[linkedin.com/in/kaminskimichal/](https://www.linkedin.com/in/kaminskimichal/)

Creativepool

[creativepool.com/michalkaminski](https://www.creativepool.com/michalkaminski)

The Dots

the-dots.com/users/michal-kaminski-94913

I hereby authorise you to process my personal data included in my job application for the needs of the recruitment process. References available upon request.

SKILLS

- Creative vision
- Strong conceptual thinking
- Leading teams
- Managing projects
- Creative Direction
- Excellent presentation skills
- Strategic thinking
- Decision-making
- Self-motivation

SOFTWARE SKILLS

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premier Pro
- Keynote
- WordPress
- Word
- PowerPoint

LANGUAGES

English (fluent); Polish (native); Norwegian (basic).

CLIENTS I WORKED FOR

