



**Alex Danklof**

Digital Art Director

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Date of birth : 29 October 1978, Alkmaar  
Nationality : Dutch



Digital Art Director, Creative thinker and Designer with a love for Innovation and Digital Arts.

Over 10 years experience in both traditional and digital advertising in national and international fields.

Worked for 4+ year as Digital Art Director at AKQA Amsterdam. Worked for International leading brands like Nike, Foot locker, NetJets, KLM, Schiphol, EA, Johnnie Walker and MINI.

Previously worked for agencies like Publicis, Lowe and TBWA\Amsterdam for leading brands like Heineken, Adidas, McDonalds, Albert Heijn and SONY.

These days I provide concepts & design for brands, advertising- and PR agencies, in both English and Dutch. Whether it's campaign concepts, brand identity, PR idea or product Innovation.

Specialties:

Business invention, ecommerce, product development, mobile marketing, digital marketing, social media, app development, analytics, content creation, data science, media planning, search marketing, creativity, technology, business transformation.

# EXPERIENCE

Function : Digital Creative Director a.i.  
 Company : Media Monks, Los Angeles  
 July 2014 – August 2014 (5 weeks)

## Roles & Responsibilities:

Concept, creative leadership and process management into detail of global campaigns in all media. From brief to presentation. Driving Innovation, digital and product development within MediaArtsLab for Media Monks. Collaborating with creatives and marketing professionals.

Clients : TBWA\MediaArtsLab, Apple Inc., College Track

Function : Freelance Digital Art Director  
 Company : alexdanklof.com  
 March 2012 - Present (6 months)

## Roles & Responsibilities:

Art Direction and concepting for editorial, commercial and PR projects, in both English and Dutch. Inspire clients and agencies to create the future of their brand.

Clients : AKQA, Khanna/Reidinga, BAAS. Events & PR,  
 Rocket Science Studio's, Caviar/Digital, Lemon Scented Tea

Projects : KLM, Nuon, Foot locker, Vodafone, Crocs, Bridgestone,  
 Land Rover among others.

Function : Sr. Creative  
 Company : AKQA Amsterdam  
 March 2012 – March 2014 (2 years)

## Roles & Responsibilities:

Concept, art direction and process management into detail of global campaigns in all media. From brief to build. Driving Innovation, digital and product development within AKQA. Collaborating with Coders and other high end product developers.

Clients : Global accounts of Nike, MINI, Tommy Hilfiger, EA, KLM,  
 Schiphol, Johnnie Walker.

Function : Digital Art Director  
 Company : TBWA\SWAT  
 June 2011 & March 2012

## Roles & Responsibilities:

Digital lead and process management into detail for the global Adidas and Sony new business pitch. From brief to prototype in just 2 weeks. Collaborating with a small selected team within the global network and successfully brought in both accounts for the Network. Creative work featuring WC2014 ideas.

Team leaders : Andre Laurentino, Brent Anderson and David Lee.

Clients : Sony, Adidas

Company : TBWA\ Amsterdam

# EXPERIENCE

Function : Digital Art Director  
 Company : TBWA\Amsterdam  
 October 2010 – March 2012 (1 year 6 months)

## Roles & Responsibilities:

Concept, art direction and process management into detail of local and Pan European campaigns in all media. ( Mainly digital ) Working together with Coders, designers and technicians.

Clients : Heineken, Albert Heijn, McDonalds, Pearl optics.

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Function : Digital Creative  
 Company : AKQA Amsterdam  
 July 2008 - October 2010 (2 years 4 months]

## Roles & Responsibilities:

Concept, art direction and process management into detail of global campaigns in all media. Driving Innovation, digital and product development within AKQA. Collaborating with Coders and other high end product developers. Starting from Executive Creative to Full responsible creative team in 1 year.

Clients : Nike, Bethesda Softworks, Greenpeace, Netjets

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Function : Board Member  
 Foundation : Dutch Young Creatives  
 July 2006 – July 2008 (2 years)

## Roles & Responsibilities:

Maintaining the platform for Dutch young talent and Keynote speaker. Organizing several National pitches for Pan European and local clients. Responsibilities: New business, digital platform, Art Direction and events.

Clients : Heineken, Cebucco, Sanoma, Boomerang, CBS Outdoor.

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Function : Jr. Art Director  
 Company : Lowe / Draft FCB  
 September 2005 – September 2006 (1 year)

## Roles & Responsibilities:

Concept, art direction and process management into detail of national campaigns in all media. Driving Innovation, digital and product development within Lowe. Collaborating with Coders and other high end product developers.

Clients : KPN, Unilever.

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Function : Internship  
 Company : Publicis  
 September 2004 – April 2005 (8 months)

## Roles & Responsibilities:

Concept, art direction and process management into detail of Pan European campaigns in all media. (Mostly Print and Radio)

Clients : Renault, Tefal, Coca Cola light.

# EDUCATION

Willem de Kooning Art academy.

Master's degree, advertising, creative marketing 2000 – 2005 (4 years)

Minors : Advertising / Free Arts  
Planning (strategy and crm systems)

Thesis : Advertising is death. Long live Advertising!

Grafisch Lyceum Amsterdam

Graphic design, concept development 1996 – 2000 (4 years)

Minors : Conceptual design, Web development

Thesis : Future of Advertising.

# AWARDS & HONOURS

2013

Mentioned on Mashable.com  
for Digital Business Innovation

Tommy Hilfiger NYFW Runway SS'14



2013

Silver Spin Award  
Online campaign

Heineken Squad numbers

2013

SAN Accent  
Fast Moving

Heineken Squad numbers

2013

Facebook Studio Award  
Bronze Award

Heineken Squad numbers

2012

ADCN Nomination  
Integrated communication

Albert Heijn Superdieren

2011

SAN Accent  
Integrated Communication

Albert Heijn Superdieren

2011

Bronze Esprix  
Integrated Campaign

Albert Heijn Superdieren

2008

CBS Outdoor  
Creative Talent Contest

Have a break, have a KitKat