



DAVID CLIFF

CREATIVE / TECHNOLOGIST

ABOUT ME

Think Creative Director, but with expertise in technology. Regardless of the medium, I can help bring the best ideas to life with a deep understanding of all things marketing, advertising, production, and more!

CONTACT ME

303.513.5244
dcliff9@gmail.com
davecliff.io

EXPERIENCE

- Video Editing
- Video Production
- VFX/Animation
- Digital Production
- Creative Direction
- Art Direction
- Web Development
- Integrated Advertising
- Rapid Prototyping
- Photography

INTERESTS

Hacking / Wood Working /
Electronics Engineering /
Camping / Bartering

OBJECTIVE

Making the impossible possible is what I do. A lot of great ideas are left on the table because they seem too difficult, costly, or time consuming. I would like to work with a team of like-minded people to bring the most compelling advertising and marketing ideas to reality.

WORK EXPERIENCE

Director, Creative Technology

2014-2022 : McCann Worldgroup, New York New York

I had the privilege of overseeing the Creative Technology department for one of the largest technology clients at one of the most respected advertising agencies on the planet. After winning Microsoft's global ad business, I was instrumental in building our global team of creatives and technologists while also working directly on nearly all Microsoft related creative and production. Ultimately, I was responsible for the creative direction of digital assets, ideation, rapid prototyping, product integration, and product visual asset design. I also provided talent direction, product art direction, and design during all video and photo shoots including Microsoft product launches such as Windows 10, Windows 11, and Microsoft Surface.

Associate Creative Director

2013-2014 : Arnold Worldwide, Boston Massachusetts

As an ACD, I was responsible for leading creative teams to amazing work that I would present to our Progressive Auto Insurance and Carnival Cruise Line clients. I was also the lead for Arnold's R&D department where we were responsible for innovation through all experiential and digital technologies for clients like New Balance, Hershey, and University of Phoenix.

Creative Technologist

2008-2013 : Crispin Porter + Bogusky, Boulder Colorado

Creative Technology at Crispin was a hybrid discipline that included ideating and presenting client-based advertising work, art directing, production creative, maintaining client relationships, digital prototyping and development, and video production. I was able to work on a wide range of digital, social, and broadcast work for clients like Kraft, Volkswagen, and Domino's, but primarily worked on Microsoft Windows, Windows Phone, and Xbox. I worked on the global broadcast shoots for the launches of Windows 7 and 8. Windows Phone, and Xbox One where I art directed product and provided talent direction on set.

SKILLS

- HTML/CSS ●●●●●●●●○
- Javascript ●●●●●●○○○
- C++ ●●●●●○○○○
- After Effects ●●●●●●●●○
- Photoshop ●●●●●●●○○
- Illustrator ●●●●●●●●○
- Electronics ●●●●●●●○○
- Googling! ●●●●●●●●●●