

# OLA KUDU CREATIVE DIRECTOR

CURRENTLY LOCATED ON THE PLANET OF BROOKLYN, NEW YORK, 11215 (347) 420-4683 OLAKUDU@MAC.COM WWW.OLAKUDU.COM

OLA KUDU IS AN AWARD-WINNING CREATIVE DIRECTOR WHO SPECIALIZES IN CONNECTING BRANDS TO THE PASSIONS OF THEIR TARGET MARKETS  
KUDU HAS CREATED HIGHLY INNOVATIVE AND EFFECTIVE 360 CAMPAIGNS FOR BRANDS

**DIGITAL • BROADCAST • PRINT**  
**EXPERIENTIAL • VIRAL • RADIO • GRASSROOTS**

KUDU EXCELS AT PRODUCING EXCEPTIONAL CREATIVE BUILDING MENTORING AND DEVELOPING UNDER CHALLENGING TIME & BUDGET LIMITATIONS & LEADING MULTIDISCIPLINARY

**& DELIVERING WINNING CREATIVE TEAMS TALENT**  
**CREATIVE PITCHES TO CLIENTS** KUDU MAKES POWERFUL CREATIVE HAPPEN

KUDU LIVES BY THE PROFESSIONAL MANTRA THAT GAME-CHANGING CREATIVE IS DETERMINED BY THE STRENGTH OF THE MESSAGE NOT THE MEDIUM IT'S ABOUT STORYTELLING WITH STYLE, CREATING AN EMOTIONAL CONNECTION, & REFLECTING THE PASSIONS OF AUDIENCE

WHAT SKILLS CAN OLA KUDU BRING TO YOUR TEAM?

**AWARD-WINNING INDUSTRY-RECOGNIZED LEADER: BREAKTHROUGH CREATIVE PORTFOLIO** ADVERTISING • BRANDING • DESIGN CREATIVE IDEATION

EMMY®, PROMAX/BDA, FOLIO, NAMIC, TELLY, CABLE POSITIVE MUSIC & LIFESTYLE MARKETING STRATEGIC CREATIVE, NOT CREATIVE FOR THE SAKE OF FEELING CREATIVE

DIRECTING COMMERCIALS WITH **A-LIST TALENT**  
**SOCIAL MEDIA WITH AN 360 CAMPAIGNS**

EMOTIONAL CONNECTION CREATIVE TECHNOLOGY IMPLEMENTATION  
A SENSE OF HUMOR & THE ABILITY TO MAKE HARD WORK ENJOYABLE

**THOUGHT LEADERSHIP INNOVATIVE** PROBLEM-SOLVING

**INDUSTRY AFFILIATIONS:** NARAS/GRAMMYS, PROMAX/BDA, NAMIC, ART DIRECTORS CLUB, ROCKSTEADY CREW

WHAT ARE SOME OF THE BRANDS HE'S WORKED ON?

**JOHNSON & JOHNSON NIKE COCA-COLA**

**PROCTOR & GAMBLE CHRYSLER/JEEP**

**VERIZON WIRELESS GREY GOOSE/BACARDI CIROC VODKA/DIAGEO**

**KAISER FAMILY FOUNDATION TOYOTA**

**VIACOM UNIVERSAL RECORDS BET NETWORKS**

HEARST PUBLISHING SRC BRAND JORDAN VIBE CORONA

FOR EXAMPLES AND REEL VISIT: [www.olakudu.com](http://www.olakudu.com)

**OLA KUDU**



INNOVATIVE DIGITAL MULTICULTURAL AGENCY  
+ 220% IN BILLINGS SINCE 2011

**2004-2010**

**VP/NETWORK CREATIVE DIRECTOR**

- REBRANDED & REPOSITIONED NETWORK FOR 18-34 DEMO
- DELIVERED HIGHEST RATED YEAR IN NETWORK HISTORY
- WON MULTIPLE CREATIVE AWARDS INCLUDING EMMY®
- LED ON-AIR, AD SALES, DIGITAL & OFF-AIR CREATIVE
- BUILT & MENTORED AWARD-WINNING CREATIVE TEAM
- DIRECTED A-LIST TALENT IN OVER 150 PROMOS



LARGEST MULTICULTURAL AD AGENCY IN US  
\$839 MILLION IN BILLINGS

**2000-2002**

**VP/CREATIVE DIRECTOR**

- PARTNERED WITH RUSSELL SIMMONS TO CREATE VISIONARY PORTAL
- BUILT AWARD-WINNING ONLINE & OUTDOOR MARKETING CAMPAIGN
- TEAMED WITH CTO NAVARROW WRIGHT TO CREATE CUSTOM TECH
- 2 INTERACTIVE EXHIBITS FEATURED IN BROOKLYN MUSEUM OF ART



**JORDAN**  
NIKE FLAGSHIP BRAND  
OVER \$30 BILLION IN SALES

**2011-present**

**EXECUTIVE CREATIVE DIRECTOR**

- LEAD CREATIVE FOR ALL CLIENTS & NEW BUSINESS PITCHES
- WON 3 NEW BUSINESS PITCHES IN FIRST 6 MONTHS ON JOB
- GREW BILLINGS FROM LARGEST CLIENT >220% IN 2011
- LEAD US & INTERNATIONAL DIGITAL CREATIVE STRATEGY
- DEVELOP AND EXECUTE CREATIVE IN 11 LANGUAGES



#1 AFRICAN-AMERICAN MEDIA COMPANY  
WATCHED IN OVER 90 MILLION HOUSEHOLDS

**2002-2004**

**VP/CREATIVE DIRECTOR**

- WON FLAGSHIP CLIENT VERIZON WIRELESS WITH PITCH
- GREW BILLINGS TO OVER \$450 MILLION IN 2004
- WROTE AND CREATIVE DIRECTED AWARD-WINNING SPOTS
- CREATED CAMPAIGNS FOR AUTO, SPIRITS, TELECOM & BEVERAGE
- BUILT & MENTORED AWARD-WINNING CREATIVE TEAM



INDUSTRY-LEADING HIP-HOP WEB PORTAL

**1999-2000**

**CREATIVE DIRECTOR/CHIEF DESIGNER**

- CREATED CUSTOM MAGAZINE FOR MICHAEL JORDAN
- WON GOLD FOLIO AWARDS FOR BEST NEW MAGAZINE, BEST DESIGN
- EARNED RESPECT OF ELITE DESIGN TEAM AT NIKE HEADQUARTERS
- BUILT CUSTOM DIGITAL PROOFING SOLUTION FOR NIKE EXECUTIVES
- PIONEERED DIGITAL DESIGN SOLUTIONS FOR PRINT & WEB

# OLA KUDU CREATIVE DIRECTOR



promaxbda



ArtDirectorsClub



WESLEYAN UNIVERSITY



Doshisha University



UCLAAnderson School of Management

## AWARDS

EMMY® for Best Community Service Campaign  
Multiple PROMAX/bda Gold Awards  
PROMAX/bda Diverse Voices Award  
Multiple NAMIC Multicultural Marketing Awards  
Cable Positive Award for Outstanding PSA Campaign  
Multiple FOLIO Awards for Best Design  
Multiple Telly Awards for Art Direction, Animation, Design & Music

## INDUSTRY

PROMAX/BDA - Promo Pathway Advisory Council  
NARAS/Grammy Awards - Voting member since 1997  
Art Director's Club - Voting member  
NAMIC - Member since 2004

## SKILLS

Directing Commercials  
Photography  
Concepting & Copywriting  
Art Direction  
Adobe Creative Suite Expert  
Social Media Pioneer  
Digital Video Expert

## EDUCATION

Wesleyan University, Middletown, CT - BA East Asian Studies  
Doshisha University, Kyoto, Japan - Foreign Exchange Student  
UCLA Anderson School of Management, Los Angeles, CA  
- NAMIC Executive Leadership Development Program (ELDP)

## AND...

I speak Japanese.  
I enjoy sushi more than most humans.  
I live a digital lifestyle.  
I have Prestiged way too many times in Call of Duty.  
I love my kids.  
I don't make excuses, I make results happen.