



Name: Mark Livni
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Where I've Worked

SENIOR ART DIRECTOR /

FCB / Johannesburg
June 2013 - Present /

- Conceptualizing full TTL campaigns from start to finish including digital.
 - Running and managing TV & print shoots
 - Booking & selecting photographers and directors
 - Running multimillion budgets
 - Managing junior creative teams
 - Awards Won:
2x Loeries (Africas' biggest award show) and
2x Pendorring (South Africas' Afrikaans award show)
 - Clients: Cell C (mobile telecoms), NIVEA and Steers (fast food burgers)
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SENIOR ART DIRECTOR /

The Jupiter Drawing Room / Johannesburg
June 2012 – May 2013/

- Conceptualizing full TTL campaigns from start to finish including digital.
 - Running and managing TV & print shoots
 - Overseeing retouching briefs
 - Presenting to client
 - Clients: Barclays Africa (Bank)
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ART DIRECTOR /

Ogilvy / London
October 2009 - April 2012 /

- Creating key visuals for global teams
 - Conceptualizing for multi- language markets
 - Presenting to client
 - Mock up of in-store merchandise
 - Clients: Raid (Bug killer) Glade (Air freshener)
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ART DIRECTOR FOR PRINT & WEB DESIGNER /

London Bridge Media / London
May 2008 – September 2009 /

- Running the print division of business
 - Managing a team of 6 people
 - Learnt CSS & HTML (Central Saint Martins London)
 - Design web banners and landing pages
 - Maintain home page
 - Clients: Betway & Gnuff (Online gaming & sports betting)
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JUNIOR ART DIRECTOR /

TBWA / Johannesburg
November 2005 – March 2008 /

- Layout of Print, Out of Home and TV storyboards
 - Brochure layouts
 - Clients: Nissan, Standard Bank and Jelly Tots (sweets)
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Education

KING DAVID HIGH SCHOOL (2002)

BA BRAND COMMUNICATION DEGREE (2005)

After studying for 3 years and specialising in Art Direction in my final year I achieved a BA Degree at Vega University.

WEB DESIGN HTML & CSS CODING (2010)

Learning Digital skills is extremely important to me, so I enrolled in Central Saint Martins in London for a web design and coding certificate.

ADVANCED PHOTOGRAPHY (2015)

My huge love and passion is for photography. Studying it allows me to run photoshoots and understand the process when dealing with photographers & directors.

Awards

BRONZE LOERIES AWARD (2014)

MTN - The Great Cover Up

BRONZE LOERIES AWARD (2015)

Cell C - Kings of Chaos

SILVER PENDORING AWARD (2017)

Steers - King Kong XXXL Chips

CRAFT CERTIFICATE AWARD (2017)

Steers - King Kong XXXL Chips