



---

**Name:** Mark Livni  
**Email:** livni.mark@gmail.com  
**Telephone:** +972 (0)53 609 5715  
**Web** www.marklivnicreative.com

---

## Where I've Worked

### SENIOR ART DIRECTOR /

FCB / Johannesburg  
June 2013 - March 2018 /

- 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)
- 

### 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)
- 

### 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)
- 

### ART DIRECTOR FOR PRINT & WEB DESIGNER /

London Bridge Media / London  
May 2008 – September 2009 /

- CSS & HTML
  - Design digital elements for online markets
  - Maintain home page
  - Running print division of business
  - Managing a team of 6 people
  - Clients: Betway & Gnuff (Online gaming & sports betting)
- 

### 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)
- 

## 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

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

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