

Michel Rothschild

Creative Direction
United States

View the full portfolio at <http://www.thecreativefinder.com/michelrothschild>

Professional Experience and Curriculum Vitae

I was born in Mexico City where I got a Bachelors Degree in Graphic Design though I really didn't find my true passion until 2000 when I jumped into the world of advertising. I spent the next 8 years working for various agencies sharpening my art direction skills for some pretty cool brands.

In 2007 I was given the chance to join MTV Networks and take on a different role to the one I had been doing. I was given the opportunity to Write and Direct promos. It has been an exciting time in which I have produced over 100 brand spots, show launches and exclusive videos.

During that time, I also have seen where technology is taking us and in particular advertising with social media, apps, tablets, GPS technology, augmented reality and QR codes to name a few. It's an exciting time to be in the business of communications and companies who embrace technology with a creative and strategic sensibility will pave the future.

So with that in mind I took on my next challenge and joined DraftFCB Chicago. Here I tried helping reshape and transform the agency by combining creativity and cultural insights with a bold strategic stand.

With the learning of being part of a big agency I am moving into what I think will be the perfect balance. Following my passion to work behind the camera and helping concepts come to life I will be joining a great small production company which shares my passion and vision of work.

On another hand I will also be exploring the Chicago advertising scene for agencies I can partner and help push the boundaries of creativity into product and content development and redefine the brand experience as a whole with fearless innovation, the use of emerging media and technology.

Previous Clientele

MTV
Pennzoil
McDonalds
Quaker State
Stae Farm
Nationwide Insurance
Oreo
Crown Imports
Buchannan's Scotch Whiskey
Chivas Regal
Dos Equis
Sol
Tecate
HP
Coca Cola
Partnership for a Drug Free America
ONDCP
Nestlé Waters
Quaker Oats
Capn' Crunch
RUSCH

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Please kindly get in touch for portfolio works.

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