

Frederic Bonn

*Creative leader
for digital experiences
& storytelling*

412 Decatur St,
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fredericbonn.com

June 2021 – Present

Freelance Creative Consultant

Working with both clients and agencies on various creative leadership engagements: Pitch consultancy and leadership, creative process optimization, creative training sessions, creative oversight from ideation to production: branding, digital experiences, storytelling, content creation, advertising.

Feb 2022 – Feb 2023

Global Chief Creative Officer, DLG (Digital Luxury Group) - Freelance

One year mission to develop and expand the creative offering of the agency globally. Doubled creative services related revenue YOY with expansion of existing client relationships (e.g., Glenfiddich, Patek Philippe) and new client wins (e.g., Hine Cognacs, Goldmund Audio). Oversaw creative teams & recruited creative talents for Geneva, Paris and Shanghai.

Jan 2017 – June 2021

Executive Creative Director, iCrossing (Hearst)

Led the integration of performance and creativity across the agency clients both in the US and in Europe. Oversaw Creative and UX teams in multiple locations while promoting a partnership mentality with our clients and fostering an inclusive culture at the agency.

Jan 2014 – Dec 2016

Chief Creative Officer, Mirum - J. Walter Thompson

Executive Creative Director, J. Walter Thompson, New York.

Joined J. Walter Thompson as Executive Creative Director in charge of all digital & social work for the agency's New York office, and then moved to Chief Creative Officer for Mirum, the global digital agency of J. Walter Thompson company. Represented Mirum globally at the JWT Global Creative Council and lead the agency global creative output.

Sept 2009 – Dec 2013

Executive Creative Director, Razorfish New York.

Joined Razorfish in 2009 to broaden the agency output beyond website and technology development. Helped Razorfish become the first digital agency featured in the Ad-Age A-list 2 years in a row and raised the creative output with innovative efforts such as the world's first tweet race for Mercedes-Benz or the first graphic novel written by – and starring – its readers for Axe Anarchy (A 2012 Most Contagious), resulting in the most awarded year of the agency's history (2013)

Nov 2006 – July 2009

Creative Director, Ogilvy Interactive, Member of the Executive Committee

Led the digital creative for all Ogilvy Paris' clients: Louis Vuitton, Hennessy, Mattel, CISCO, American Express or LVMH. Assumed Global Digital Creative leadership of the Louis Vuitton account and received more than 40 award recognitions worldwide for the work on the Louis Vuitton Journeys campaign.

2000-2006

Creative Director at Euro RSCG 4D New York and London

Worldwide digital creative lead for VolvoCars Global Internet Strategy and IBM intranet account. Worked on the development of new business, and managed a team of Art Directors and Designers.

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Awards

- Webby Awards. Winner x2, Nominee x5 Honoree x4
- One Show. Gold
- Effie Awards. Silver Effie
- Clios. Gold, Silver and Bronze.
- Art Directors Club. Gold, Silver and Bronze x2
- London International Award. Bronze.
- Cannes Lions. Shortlists x10
- EPICA Awards. Winner x3
- D&AD. Wood Pencil
- IAB Mixx Award, Gold x2, Silver x3
- Art Directors Club France. Winner x3
- FWA. Winner x4
- Grand Prix Conde Nast Luxe. Grand Prix Winner

Juries & Collaborations

- Member of the Jury :
 - Cannes Lions 2016 & 2008 (Cyber)
 - One Show 2023 (Design) and 2016 (Social Media)
 - Advertising & Design Club of Canada. 2013 (Digital)
 - Art Directors Club. 2013 (Interactive)
 - Art Directors Club France, President of the Digital Jury 2011
 - OMMA Awards 2010
 - London International Advertising Festival 2008
- Instructor at MIAMI Ad School. "Everything is Media" Class. 2019-2020
- Board of Directors of the Global Art Directors Club 2014-2016

Speaking Engagements & Publications

- Collaboration with the Wharton School (University of Pennsylvania) on the Future of Advertising
- Reviewer of SCAD Savannah Advertising Curriculum.
- Articles about Digital Communication published in many French Publications,
- Speaker at conferences and colleges: *Creative Voices conference (Brussels), RGD Conference (Toronto), Betterman Conference (NYC), Drexel University, Wharton School Future of Advertising Program, Miami Ad School, The New School.*

Misc.

- Language: French and English (Fluent)
- France & US Citizenships
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