

Daniel Carlsson

Resume

Mother New York

Creative Director / (Digital ECD)

2012 – 2016

In my role as Creative Director and Digital Lead. I helped steer the creative development and execution of digital and traditional creative as well as new business pitches. I initiated and led the digital part of Mother, identifying the needs of the agency and hiring of creatives, designers, UX specialists and producers. Overseeing the creative output and implemented new processes, and integration efforts across all departments in the agency. As Creative Director I led accounts such as Google, Microsoft, Stella Artois and many more. During my time Mother New York been appointed with more than 25 awards for its digital work.

Freelance

Creative Director / Senior Creative

June 2010 – March 2012 (2 years)

Wieden + Kennedy - Amsterdam, Syrup - New York, DDB Tribal- Amsterdam
Arnold Worldwide (Volvo) - Amsterdam, TBWAParis - Paris, BSUR - Amsterdam
Grey - Dusseldorf, Adamsky - Stockholm

After 7 years in one place I wanted to widen my knowledge of how different agency works and therefor started to freelance at different agencies around the world.

180 Amsterdam

Art Director

2003 – June 2010 (7 years)

I was recruited by 180 Amsterdam straight after graduating from Hyper Island in Sweden. At 180 I worked on accounts that was part of making the agency the most awarded independent agency in the world. As a Art Director i was doing global advertising campaigns for adidas, focusing on sports performance; Football and Running. This resulted in many successful campaigns such as award winning and globally recognized 2010 Football Campaign “Every Teams Needs...”, and adidas Bounce Campaign. After 7 years I decided to move on after helped setting up 180 amsterdam’s digital agency Riot.

Client Experience & Awards

Alcohol/Beverages

Absolute Vodka Amstel
Bacardi
Becks
Michelob Ultra
Stella Artois
Tanqueray
Whitepik Whisky

Sport

adidas Preformance
Nike

Fashion

adidas original
Calvin Klein
Dolce & Gabbana
Hunkemöller
Lee Jeans
Target

Cars

BMW Motorcycle
MINI Cooper
Opel
Volvo
VW Volkswagen

Technology

CurrentC
Facebook
Google
Microsoft
Motorola
MTG (Modern Times Group)
Nokia
Optimum (Time warner cable)
Samsung
Sony
SVT (Swedish Television)
Tele2
Virgin Mobil

Misc.

Amnesty
Burger King
CB2 (Crate & Barrel)
DHL
Durex Condoms
Omega watches
Red Cross
Welt hunger Hilfe (World hunger Help/
charity)
Zaha Hadid

Cannes

2 x Silver Lion
6 x Shortlists

One Show

1 x Silver Pencil
2 x Bronze Pencil
5 x Merit

Webby Awards

4 x Wins
7 x Shortlists

D&AD

1 x Wood Pencil

FWA

4 x Site of the day
3 x Mobile site of the day
1 x Adobe Cutting Edge Award
1 x Adobe Cutting Edge Award of
the Year Semi Final

ADC

1 x Silver
3 x Shortlists

Awwwards

2 x Win

Clio

1 x Bronze

Biography



I started my career making films and designing website still in highschool. At university I study Media Technology and Film. During the same time starting my first advertising job as a Art Director at a local agency. I was intrigued with the web and was looking for a more relevant education for the new media world. I joined Hyper Island and the Interactive Art Director program (today i'm on the board and the mentor program for student and also frequent speaker at the school).

I was recruited by 180 Amsterdam straight after graduating from Hyper Island. At 180 I stepped away from the online world to work as a "traditional" creative. Working on accounts that made the agency the most awarded independent agency in the world. Doing global advertising campaigns for adidas, focusing on sports performance; Football and Running. This resulted in many successful campaigns such as award winning and globally recognized 2010 Football Campaign "Every Teams Needs...", and adidas Bounce Campaign. During these years he also did global campaigns for brands like Omega, Opel, Amnesty International, as well as winning the global pitch for Sony. After 7 years I decided to move on, but before leaving I connected with my past digital experience and helped set up 180 Amsterdam's digital agency Riot.

After that I was looking for more experiences from different kinds of agencies. I spent two years freelancing as a Senior Creative / Creative Director working at agencies like Wieden + Kennedy, DDB Tribal, TBWA to name a few.

In 2012 I got the opportunity to move to New York and join Mother as a Creative Director. I was also tasked to help the agency to build up and lead its digital capability. Identifying the needs of the agency and hiring of creatives, designers, UX specialists and producers. Overseeing the creative output and implemented new processes, and integration efforts across all departments in the agency. During my time Mother New York been appointed with more than 25 major awards for its digital work. As Creative Director I led accounts such as Google, Microsoft and CurrentC.