



# DAVID CLIFF

CREATIVE / TECHNOLOGIST

## ABOUT ME

Creative, VFX Artist, Producer, and Technologist wrapped into one person. Regardless of the medium, I can help bring the best ideas to life with a deep understanding of all things marketing, advertising, production, and more!

## CONTACT ME

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## EXPERIENCE

- Video Production
- VFX/Animation
- Digital Production
- Creative Direction
- Art Direction
- Web Development
- Integrated Advertising
- Rapid Prototyping
- Generative AI
- Photography

## INTERESTS

Hacking / Wood Working /  
Electronics Engineering /  
Camping / Bartering

## OBJECTIVE

I'm that guy who brings a mix of right-brain creativity and left-brain tech skills, like AI, into my work. My goal? Working with a team to craft ads that resonate, deepening our audience's connection to our brand. I stand by the belief: with the right blend of imagination and intelligence, no idea is too large to tackle.

## WORK EXPERIENCE

### Founder/Creative Director

2022-present : Cornerpin, Seattle Washington

As a Creative Director at Cornerpin, I lead creative and production teams, specializing in tech brands like Microsoft. I oversaw art direction, copy, and post-production to deliver tailored solutions that surpassed expectations. My leadership fostered innovation, resulting in exceptional results and long-term partnerships with high-profile clients.

### Director, Creative Technology

2014-2022 : McCann Worldgroup, New York New York

As head of the Creative Technology department at McCann Worldgroup, I directed the creative vision for Microsoft's global ad business. Leading a global team, I collaborated with some of the largest production companies worldwide on high-end video and digital productions. My responsibilities included providing post-production/vfx, choreography design, and talent direction during video and photoshoots for major product launches including Windows 10, Windows 11, and Microsoft Surface.

### Associate Creative Director

2013-2014 : Arnold Worldwide, Boston Massachusetts

As an ACD, I was responsible for leading creative teams to amazing work that I would present to our Progressive Auto Insurance and Carnival Cruise Line clients. I was also the lead for Arnold's R&D department where we were responsible for innovation through all experiential and digital technologies for clients like New Balance, Hershey, and University of Phoenix.

### Creative Technologist

2008-2013 : Crispin Porter + Bogusky, Boulder Colorado

Creative Technology at Crispin was a hybrid discipline that included ideating and presenting client-based advertising work, art directing, production creative, maintaining client relationships, digital prototyping and development, and video production. I was able to work on a wide range of digital, social, and broadcast work for clients like Kraft, Volkswagen, Domino's, and Microsoft.

## SKILLS

- Web Dev ●●●●●●●●○
- Copywriting ●●●●●●●●○○
- VFX ●●●●●●●●○○
- Art Direction ●●●●●●●●○○
- AI / ML ●●●●●○○○○
- Videography ●●●●●●●●○○
- Adobe Suite ●●●●●●●●○
- Bing 😊 ●●●●●●●●●●