

IVAN ADRIEL

Creative Strategist / Innovation Consultant

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Dublin, Ireland



SUMMARY

I am a strategist who helps organisations to navigate change, seize digital opportunities, innovate and develop better cultures.

At the young age of 12, I developed a Harry Potter website, which got over 10 million visitors per month. This project was the catalyst that turned me into a self-taught professional with a broad range of skills.

My approach draws from many advertising and innovation methodologies - design thinking, trend forecasts, strategic planning and future studies - to uncover insights and generate ideas.

I have a bias towards action and love to bring ideas to life from the very start by researching, designing, prototyping, validating and iterating to ensure success.

My values are rooted in honesty, being clear, being fair and keeping things awesome.

EXPERIENCE

Strategy & Innovation Director

Connector

02/2013 - Ongoing Dublin, Ireland

Connector explores the future for clients by conceiving, prototyping and developing experiences that build brand, grow market share, enhance employee engagement and increase revenue.

- Guiding a multidisciplinary team to build brilliant strategies across multiple verticals with particular attention to both strategic approach and innovative executions.
- Managing for projects from start to finish, handling everything from planning and project management to resourcing, budgeting and reporting of the campaign
- Nurturing and developing talent and culture
- Seeking opportunities to help the agency thrive, by redesigning the studio offer developing new revenue models and a prosperous new business program that delivered organic growth.
- Key Clients: Volkswagen, Sony Mobile, Benefit Cosmetics, Allianz, Huawei, Benecol, Bord Bia

AWARDS

APMC Marketing Awards

Gold // European 2017 // Digital Marketing

An Post Smart Marketing Awards

Gold // Dublin 2016 // Innovation

EDUCATION

Digital Innovation Management

Hyper Island

2017 - 2019 London, UK

- Design Thinking
- Digital Technologies
- Business Transformation

Innovation and Strategy

Executive Program @ Harvard University

2016 Cambridge, MA

Masters of Creativity

Cannes Lions School

2017 Cannes, France

COURSES

Public Speaking @ Stanford - 2016

Data Analysis @ GA - 2015

Digital Journalism @ SENAC - 2011

EXPERIENCE

Freelancer Creator Consultant

Blogpartner

📅 01/2012 - 12/2013 📍 São Paulo, Brazil

Strategic consultant for professional bloggers

- Advising on content strategy, community management, growth hacking, ad-tech and reporting.

Clients: Bloggers with over 2 million followers and over 1.5m unique visitors such as Passando Blush / E ai, Beleza? / Borboletas na carteira and others.

Creative Planner

Polvora! Comunicação

📅 02/2012 - 02/2013 📍 São Paulo, Brazil

- Revealing social insights and developing campaigns to drive key business goals while constantly raising the bar on creativity
- Responsible for planning, reporting and offering strategic guidance to leverage best practices within critical agency areas such as digital listening, data analysis, influencers marketing with a particular eye for revealing consumer behavior, helping clients connect with customers in an impactful way.
- Effectively Integrating knowledge of emerging strategies and technology to create business-winning pitches.

Clients: O Boticário - the largest cosmetic franchise in the world - 9.5mi likes on Facebook, CitiBank, 3M, and others.

Freelancer Editor

MTV Brasil

📅 01/2012 - 08/2013 📍 São Paulo, Brazil

- Blogger at @Adifusora - part of the MTV Blogs farm, researching and writing articles on trends and pop culture.
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Project Manager

Outmist

📅 02/2011 - 01/2012 📍 São Paulo, Brazil

- Responsible for planning, resourcing, implementing, budgeting and tracking of projects such as website development, social media campaigns, advertising campaigns.
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Designer and Social Media

Itallian Hairtech

📅 12/2009 - 02/2011 📍 São Paulo, Brazil

- Responsible for packaging and promotional material design and piloting social media projects of the company. Development of Social Media Strategy, Social Listening product research and influencers outreach program.
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COURSES

E-Commerce Mgmt @ Irish Times - 2013

Commercial Photography @ IIF - 2011

Adobe Creative Suite - SENAC - 2006

CERTIFICATION

Inbound Certification

Hubspot

Google Advertising Professional

Google

LANGUAGES

English

Proficient



Spanish

Advanced



HONOURS

Guest Author

Author of a chapter for Understanding Social Media – a book published by Kogan Page in Ireland and the UK.

Talks / Lectures

📍 Ireland

- 3XE Digital - Ireland - Influencer Marketing
 - Open Day - Ireland - Innovation
 - NUI Maynooth - Guest lecturer - 3rd Year Business Students - Creative Strategy
 - Uniphar - Content Marketing Strategy
 - DCU - Digital Strategy
 - Cully & Sully - Facebook Ads
 - Dubco - Digital Transformation
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