

Tal Amiram



Brand Strategist
Creative Director
Copy/Art



+66 83-782-7802
talamiram@gmail.com
www.talamiram.com



Brand, Marketing and GTM Strategy,
Digital Transformation, Branding
Art Direction, TVC and Screenwriting,
360° multi-channel campaigns.



English, Hebrew
Clientese



Effies—Gold
Effies—Silver
Clio—Gold
Clio—Silver
Clio—Bronze
Smarties—Silver
Cannes Lions—Shortlist
Webby—Best Website
M&MM—Gold x5
M&MM—Silver
Citra Pariwara



ABOUT

An award-winning writer, creative strategist, and creative director from New York, Tal brings a wealth of international experience in brand-building, strategic positioning, and transformative creative thinking to his work.

Tal kicked off at NYC's legendary Karlssonwilker studio and later worked as a senior creative, art director, and brand strategist at NYC's top creative shops and agencies, including Razorfish, Vice, and Y&R for clients including Apple, MINI, Mercedes, Uniqlo, GSK, Spotify, and American Express. Highlights include launching uniqlo.com in the US and the multi-award-winning campaign for AMEX, Small Business Saturday.

In 2019 Tal relocated to Bangkok to work on GM and later joined the executive team at fintech startup 'Zipmex', founding 'we3', a new 360° in-house creative team that defined the brand on every touch-point, including product, marketing, brand positioning, and strategy.



EXPERIENCE

- ▶ **Head of Brand / Executive Creative Director**
ZIPMEX | BANGKOK
July 2021 – Present
- ▶ **Creative Director**
MCCANN COMMONWEALTH | BANGKOK
July 2019 – July 2021
- ▶ **Head of Brand**
CELSIUS NETWORK | BERLIN
June 2018 – July 2019
- ▶ **Associate Creative Director / Creative Director**
Y&R / WUNDERMAN | NEW YORK
July 2014 – June 2018
- ▶ **Sr. Art Director / Associate Creative Director**
RAZORFISH | NEW YORK
March 2012– July 2014
- ▶ **Sr. Art Director**
DIGITAS | NEW YORK
November 2010 – March 2012
- ▶ **Designer / Art Director**
VIACOM | NEW YORK
September 2009 – November 2010



EDUCATION

Fashion Institute of Technology / NYC
GRAPHIC DESIGN / ADVERTISING | 2004-2008



CLIENTS

Mini Cooper, Mercedes, SmartCar, Car2Go, MTV, Vitra, Samsung, LG, Blackberry, Travelex, Puma, Uniqlo, Lacoste, American Express, Citi Bank, Chase, UBS, AT&T, Spotify, Microsoft, GSK, Celsius Network