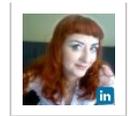


# Ask Dabitch



Mobile: +13104002750  
Portfolio: <http://dabitch.net>  
Personal Website: <http://adland.tv>

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## Summary >

When I was three years old I "hacked" into the high security area of triangle park IBM. Ask my dad who got the security alert. The doorway motion detectors were simply set higher than I could limbo.

I'm a firm believer in that the creative idea and target steers the media choice. That strategy like undershirts should never show, and the proposition should always be clear. Creative collaboration between people with different skillsets and experience is like watering a wee plant. You can overwater them, but every plant needs water.

Specialties: Strategic branding Art Director who (gasp!) actually knows how to draw too. Geek by genetics, everyone before me was an engineer and I've had the habit of picking things apart to see how they work since I got my first screwdriver set when I was four.

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## Skills >

- Art Direction
  - Advertising
  - Social Media
  - Blogging
  - Posters
  - Concept Development
  - Brand Development
  - Integrated Marketing
  - Branding & Identity
  - Content Strategy
  - Copywriting
  - Journalism
  - Outdoor Advertising
  - Digital Strategy
  - Interaction Design
  - Illustration
  - Problem Solving
  - Trends
  - Layout
  - Creative Direction
  - Creative Strategy
  - Digital Marketing
  - Digital Media
  - Linux
  - New Media
  - Interactive Advertising
  - Magazines
  - Illustrator
  - Corporate Branding
-

# Experience >

## Adland

04 / 1996 - Present

CEO / Founder of

Created the international creative community, adnews and commercial collecting website known as ADLAND - now at <http://adland.tv>

I built it, conceived of it, I write it, I run it. From hardware to software - that's me baby, so yes I am the the sysadmin of the machines that kneel at the superbowl traffic every year, and I have been since the 90s. This has consistently taught me new things, from php to CSS, as well as how to scale cloud servers and prevent AMD CPU's from overheating. It's not a "jack of all trades" thing, it's a crash course in helicopter vision, I see the big picture while knowing details of the nitty-gritty so I may properly brief people on such varied topics such as mysql and CDN.

## Frilansbyrå

09 / 2001 - 10 / 2011

Art Director and Copywriter

I freelance as an art director, on project basis or onsite with clients as well as a writer for trade press such as Resumé, CAP& Design, irx3k and other advertising publications. From print posters to book covers, magazine layout design handbooks, and TV commercials for Unicef.

Most recently I conceptualized and deployed a new website for a family owned auto dealership, which needed to work seamlessly with their Facebook and twitter pages as their strategy is to be where their potential customers are and they have a large following on facebook. By opening their site to be a blog that automatically facebooked, their efforts are exposed to google as well as those who already "liked" them.

## Gyldendal

12 / 2007 - 04 / 2009

Art Director & Illustrator / Designer

Freelance project for book launches, where I was designing the book covers, the point of sales materials, I created the illustrations and their full size poster campaigns. Materials for online launches for each title was also provided.

## Oriflame Cosmetics AB

06 / 2007 - 01 / 2008

Branding Art Director

Position at Oriflame as Branding Art Director.

Developed concepts for three different Oriflame brands, a line of perfumes, and their first efforts to expand into social media by blogging. Responsible for the execution of each concept as an Art Director, at the shoots and doing the layouts.

## Maisonneuve

05 / 2003 - 01 / 2005

Art Contact

European Art connection for <http://maisonneuve.org/> the eclectic, slightly eccentric, cross-border, and international magazine & website.

## Publicis

08 / 1999 - 07 / 2000

Senior Art Director

Senior art director working strategically on clients such as Renault, EU Anti-smoking campaigns, Capacity, EURO, Belastningsdienst etc together with Copywriter Maxim van Wijk.

## TBWA\Chiat\Day

1999 - 1999

Art Director

Had the honor and fun of working with Zwier Veldhoen - now creative director at THEY - on clients such as WE, Nissan and other briefs in need of attention while his permanent partner had some time away from the office.

## S-W-H

07 / 1998 - 11 / 1998

Art Director

Did a fun freelance stint at S-W-H together with an Australian Copywriter. Produced work for <http://hot-orange.com> and worked on @Home and several pitches.

## FHV BBDO

1997 - 1998

Art Director

FHV/BBDO Amsterdam. Concept development, advertising ideas and execution, brand development. Worked on a angel-funding project that encouraged university students to compete for funding from Rabobank etc, which ran in traditional media, interactive media and guerilla stunts on campus. Developed branded websites, radio ads, print ads and some TVC.

## Saatchi & Saatchi

07 / 1995 - 07 / 1996

Art Director

Art Director in the fun-loving Copenhagen office, on clients such as Carlsberg (Beer), Ariel and Pampers. When we weren't busy shooting each other with pellet-guns. Shortlisted in Cannes with my Carlsbeg commercial.

## Drömfabriken

08 / 1994 - 02 / 1995

Jr Art Director

Pitched on and won Telia Minicall, created and produced print ads and TVC's. Reported to ACD Johan Jäger. Jokingly dubbed "rocket scientist" on credit listings instead of Jr AD.

## EURO RSCG KLP

04 / 1994 - 05 / 1994

Art Director (jr)

Placement as an Art Director/ one half of a creative team at EURO RSCG reporting to Mark Wnek, together with my then copywriter partner James. Participated in a pitch on Snapple and produced radio ads for Peugeot etc.

## Lowe and Partners Worldwide

1994 - 1994

Art Director (jr)

Junior AD on placement. Worked on Smirnoff and Heineken campaigns, reported to Paul Wineberger.

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## Education



### SCA

1993 - 1994

MA , Art Direction - Communication

### Parsons the new school

1991 - 1993

AAS , Illustration

### Parsons the new school for design

1991 - 1993

AAS , Graphic Design

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## Languages



- Swedish, English
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# Publications >

## Adland

04 / 2013

Adland.tv · Authors: Åsk Dabitch, Clayton Hove, Jane Goldman ·

<http://adland.tv>

Website dedicated to talking about advertising from around the world.

## Resumé

1999

Bonnier · Authors: Åsk Dabitch · <http://resume.se>

Monthly column, written by me 1999-2000