

Itai Inselberg

CREATIVE DIRECTOR

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EXPERIENCE

Mojo Supermarket CREATIVE DIRECTOR

2023 – PRESENT

- Leading creative for national and international brands including Peloton, TikTok, Amazon, Chase Travel, Chime, and more.
- Crafting strategic narratives across the full funnel – from brand awareness through performance marketing, including messaging matrices, design development, and long-term asset roadmaps.
- Simultaneously leading several creative teams across brand campaigns, one-time events, and long-term organic social programs.
- Leading teams of content creators to craft social-first assets for both paid and organic purposes.
- Heavily involved in the production of brand films, activations, events, and social content.
- Leading new business pitches from strategy through ideation and final presentation.
- Working daily with AI tools to assist creativity and workflow efficiencies.

Freelance CREATIVE DIRECTOR / STRATEGIST

2021 – 2023

- Developed strategic brand narratives for startups appealing to investors and consumers, covering audience insights, growth opportunities, and detailed copy points per audience/RTB/product. Company names available upon request.
- Worked as CD, copywriter, and art director at Havas, MediaMonks, VML, and Zeno Group. Clients included Volkswagen, Hasbro, Coca-Cola, Peloton, Nestlé, Johnson & Johnson, and Pfizer.

VidMob FREELANCE CREATIVE DIRECTOR

2020 – 2023

- Created and oversaw social-first work from concept to execution for over fifty brands in a fast-paced, 2–10 day turnaround environment.
- Clients included Bacardi, Kellogg's, Mazda, T-Mobile, Citi, Clorox, Lay's, Framebridge, Chrysler, and more.

JWT / Wunderman Thompson CREATIVE DIRECTOR / COPYWRITER / ART DIRECTOR

2009 – 2021

- Led creative teams on 360 campaigns, digital activations, social content, films, branded content, and PR initiatives.
- Participated in and led pitches for major clients from strategy through final presentation.
- Clients included Campari, Tribeca Film Festival, Vice Media, Nestlé, The United Nations, Northwell Health, Rolex, Tylenol, New York Cares, 7-Eleven, and more.

EDUCATION

School of Visual Arts

BFA IN ADVERTISING

New York University

STORYTELLING CLASSES

The Second City

CREATIVE WRITING CLASSES

AWARDS

Cannes Lions · One Show · London International Awards · Clio · New York Festivals · Effie · Comm Arts · Lisbon International Festival · Awwwards · Final Draft Screenplay Competition