

ALEXANDER CHERKASOV

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get to know me

I'm a multi-faceted Associate Creative Director with a decade of international experience shaping award-winning work, global brands and managing talented creatives. I have a passion for providing transformative leadership and collaborative problem-solving. I also helped send a margarita into space.

notable clients & recognition

Meta, AWS, Nestle, Starbucks, Microsoft, Dentyne, Cigna, McDonald's, Statefarm, Red Bull, Porsche, Bank of America, Merck, Accenture Gizmodo, wuv.de, Ad Week, Ad Age

capabilities

Creative Direction, Integrated Art Direction, Design, Content Development, Brand Development, Social Media Management, Experiential Advertising, B2B Advertising, Business Development, Influencer Management, Social Media Management, Client Management, Generative AI, UI, Photography, Videography

learn about my career

work experience

ACD (Freelance) | Remote

06/2023 - Present

- Provide Art Direction, Creative Direction, and Design for global brands
- Manage and supervise creative teams and designers on integrated projects
- Providing process support for internal workflows increasing productivity

Associate Creative Director

06/2022 - 06/2023

Accenture Song | NYC

- Created high level concepts for key accounts
- Led teams on visual design and B2B projects
- Bridged the gap between consultants and creatives a higher pitch win rate
- Created social media content for creative campaigns
- Presented directly to clients
- Supervised team of 2-4 creatives

Senior Art Director

06/2019 - 06/2022

Accenture Song | NYC

- Created concepts and supported senior creatives on integrated campaigns
- Contributed to new business pitches
- Mentored and managed art directors, UI designers, and a senior creative team

Senior Art Director (Freelance)

08/2016 - 06/2019

- Led team on global campaign managing celebrity talent and influencers
- Created integrated campaigns for national brands
- Contributed to new business development and pitch wins
- Helped elevate and grow the agency's social media presence
- Supervised and mentored 15 designers, motion, and audio / video editors

Art Director (Freelance)

01/2016 - 08/2016

AKQA | NYC

- Co-pitched and won Clinique account
- Created digital content and materials for Verizon's media platform
- Supervised junior team on integrated projects

Art Director (Freelance)

08/2015 - 12/2015

Barbarian Group | NYC

- Supported Creative Director on Samsung website and content

Junior Art Director

08/2014 - 08/2015

McCann Worldgroup

- Created social media content and assets for Jose Cuervo
- Created TV and Print assets for Verizon FiOS
- Co-created Dentyne campaign with the Wienermobile

education

Miami Ad School Hamburg

Art Direction

New England Institute of Art

BA Communications & Advertising

