

Pavlo Serdiuk

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Profile

Film director, writer and producer. Over 15 years of experience in concepting advertising campaigns: ATL, BTL, digital, viral, event marketing, mixed media. Written and supervised production of over 80 TVCs and promo campaigns. Spheres of interest: filmmaking, contemporary art, promotional content.

Experience

OGILVY, London, UK; MOTHERTONGUE, London, UK; HOGARTH, London, UK current
Freelance copywriter. Clients: **Hewlett Packard, Unilever, Avon, Diageo**

MCCANN, Moscow, Russia February 2012 – January 2013
Senior copywriter. Clients: **Coca-Cola, Nestle**

PUBLICIS, Moscow, Russia February 2010 – January 2012
Senior copywriter. Clients: **Renault, Nestle, Garnier, Heineken.**

MCCANN, London, UK December 2008 – May 2010
Freelance copywriter for **Intel**

GN INTERPARTNERS (TBWA), Moscow, Russia September 2007 – October 2008
Associate creative director. Clients: **Bacardi, Red Bull, Media Markt, Ratiopharm,**

JWT, Moscow, Russia August 2004 – August 2006
Creative group head. Clients: **Mazda, Unilever, Alfa-Bank, VTB, OBI**

PUBLICIS, Moscow, Russia September 2001 – July 2004
Senior copywriter. Clients: **Renault, Hewlett Packard, Garnier, Heineken, Hochland**

LEO BERNETT, Kyiv, Ukraine November 1998 – August 2001
Senior copywriter. Clients: **Philip Morris, Proctor & Gamble, KLM, Western Union.**

Filmography

TONY BEVAN. INTERNAL LANDSCAPES. Documentary. 2015
Writer. Director.

EUPHORIA. Short film. 2014
Writer. Director. Producer

FASHION. Short documentary. 2014
Director

MIRACLE. Short film. 2009
Writer. Director. Producer

Education

MET Film School, University of West London
MA Film Directing

EICAR Film School, Paris
1 year Filmmaking course

NATIONAL UNIVERSITY OF KYIV-MOHYLA ACADEMY

