

Dafna Linden

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I ♥ NYC & BROOKLYN | I ♥ EXPLORING | I ♥ SUSHI | I ♥ CREATING | I ♥ LUCY | I ♥ DANCING

Work Experience

- Dec 2014 – Current | Strategist | Gyro New York, NY
Cultural Pursuer Responsible for translating cultural intelligence into actionable insights by providing strategic decks for various clients.
Story Teller Responsible for developing master narratives and brand b2b positioning for HP Inc. and Hilton.
Social fighter (Pro Bono) Responsible for redefining and rebranding the Safe At Home Foundation and HPI On Demand project.
- April 2014 – October 2014 | Junior Strategist | 72U Residency at 72andSunny Los Angeles, California
72U is a creative residency program designed to cultivate the next generation of brave and generous leaders in the creative industry. As the group strategist, I explored the intersection of creativity, culture, storytelling, strategy and technology with a variety of brands including Google, Benetton, Samsung and Tegu.
- April 2013 – Feb 2014 | Freelance Junior Strategist | People Ideas & Culture New York, NY
Provided creative strategic direction, research, and ideation for various planning and branding projects in the luxury and design industries. Built strategy presentations, developed briefs, and contributed to creative concept-ing.
- 2011 – 2012 | Digital Creative Freelance (Art) | AKQA NL, McCann Ericsson Tel Aviv, and more Amsterdam/Tel Aviv
My Projects included:
Interactive design, art direction, connecting, graphic & web design, digital campaigns, banners & social media development for various brands: Heineken, Philips, Honda, L'Oréal, Nike, Black Eyed Peas and more.
- 2009 – 2012 | Founder | Mamtak Amsterdam /Guangzhou
What started as a fun side project quickly turned into a successful online fashion brand. I was able to cultivate a dedicated customer base through social media campaigns and content. From strategy and branding to fashion design and making sure the electric bill got paid, running my own business was an incredible learning experience.
- 2007 – 2009 | Web and TV Designer | Blinck Amsterdam
- 2005 - 2007 | Graphic and Digital Media Designer | Kubik Amsterdam

Education

- Miami Ad school, NY | 2012 - 2013 | Account Planning Program
- School of the Arts Utrecht (HKU) Faculty of Art, Media and Technology (KMT), The Netherlands | 2005 - 2006 | MA European Media Master of the Arts, Validated under the authority of the Royal Charter of the Open University. London, England.
- Wizo Design Academy Haifa, Israel | 2000 - 2004 | BA, Graphic design & visual communication degree.

Skills & Languages

English • Fluent | Hebrew • Native | Dutch • Spoken

Account Planing | creative Strategy | story telling | concept Development | creative strategy | web & graphic design | deck creation | Adobe CS | social Media | qualitative research | basic HTMLing | And... I can drive a tractor! (You never know.)

P.S. I hold an American passport, So I can work for you.