


Daniel Carlsson

CREATIVE DIRECTOR

WWW.SINCERELYOURSDANIEL.COM
CREATIVE PORTFOLIO

danielcarlssonberlin@gmail.com @
linkedin.com/in/thedanielcarlsson 

AWARDS

CANNES LIONS

3 X SILVER LION
1 X BRONZE LION
1 X TITANIUM SHORTLIST
10 X SHORTLISTS

THE ONE SHOW

1 X BEST OF SHOW PENCIL
3 X GOLD PENCIL
5 X SILVER PENCIL
2 X BRONZE PENCIL
11 X MERIT

TRIBECA FILM FESTIVAL 2021

WINNER BEST FEATURE FILM

WEBBY AWARDS

8 X WINNER
12 X NOMINEE

CLIO AWARDS

3 X GOLD
2 X SILVER
3 X BRONZE
6 X SHORTLIST

D&AD AWARDS

1 X WOOD PENCIL
2 X YELLOW PENCIL

ANDY AWARDS

4 X GOLD
2 X SILVER
2 X BRONZE

ART DIRECTORS CLUB

2 X GOLD
1 X SILVER
3 X SHORTLISTS

TELLY AWARDS

2 X GOLD IN BRANDED CONTENT
5 X SILVER PEOPLE'S TELLY

INTRO

I'm an accomplished Creative Director with two decades of experience in global advertising. I am deeply passionate about creativity, culture, and innovation.

As a Leader, I've achieved remarkable results. At Mother New York, I reshaped our approach to integrated storytelling, earning over 25 major awards and adding tech giants like Google and Microsoft to our client list. Later at McCann Worldgroup, I transformed MRM into a creative powerhouse, securing over 50 international awards. In 2019, I took the role of Executive Creative Lead for USPS at McCann Worldgroup, leading an integrated approach, overseeing six agencies under the Worldgroup umbrella.

As a Creative, my work has left a lasting mark on the industry. Projects like 'Operation Santa' for USPS and 'The Self Destructing Book' have won prestigious awards and gained widespread recognition, and campaigns for CB2 and adidas set new standards in advertising.

EXPERIENCE

Droga 5

Creative Director / Freelance
2022 – 2023

Quickly integrated into workflows across multiple accounts to develop and oversee campaigns for Meta and Chase Sapphire.

Densu Creative

Executive Creative Director / Freelance
2021

Led the Firstborn creative department. Oversaw the Peleton account, help develop the Peleton 2022 Holiday campaign, and run new business pitches.

McCann Worldgroup

SVP, Group Creative Director
2017 – 2021

Transformed MRM into a creative-focused department during a 4-year tenure. Led the team to win 50+ international awards, including recognition from Cannes Titanium and Tribeca Film Festival. Also served as Executive Creative Lead for USPS, overseeing a cross-functional team of 40+ creatives across multiple agencies.

Google / Superfly


Creative Director for Google I/O 2016
2016

Led the transformation of Google's Developer Conference into a 7,000-person three-day festival. Collaborated with various Google brands to achieve their vision, resulting in the event being recognized as 'The Most Innovative Meeting of 2016' and setting the blueprint for future Google I/O conferences.

Daniel Carlsson

CREATIVE DIRECTOR

WWW.SINCERELYOURSDANIEL.COM
CREATIVE PORTFOLIO

danielcarlssonberlin@gmail.com @
linkedin.com/in/thedanielcarlsson 

AWARDS

FWA

4 X SOTD
3 X MSOTD
1 X CUTTING EDGE AWARD
1 X CUTTING EDGE AWARD

AWWWARDS

2 X WIN

EFFIES

1 X GOLD
2 X SILVERS
3 X BRONZE

NEW YORK FESTIVAL

2 X BRONZE

CRISTAL

3 X GOLD
1 X SILVERS

ECHOS

2 X GOLD
3 X SILVERS
3 X BRONZE

EUROBEST

1 X GOLD
2 X SILVER
2 X BRONZE
6 X SHORTLIST

IAC AWARDS

4 X BEST OF SHOW
1 X BEST CAMPAIGN
1 X ONLINE ONLINE CAMPAIGN

CRESTA AWARDS

2 X SILVER
2 X BRONZE
6 X SHORTLIST 1 X BRONZE LION
1 X TITANIUM SHORTLIST
10 X SHORTLISTS
2 X BRONZE

EXPERIENCE

Mother New York

Creative Director / Integrated Creative Lead
2012 – 2016

Established and led the agency's creative digital branch, building an integrated creative department from the ground up. Managed accounts including Google, Microsoft, Stella Artois, and others, resulting in over 25 awards for integrated work. Played a key role in developing digital and traditional creative work, as well as winning new business pitches.

Freelance / Senior Creative

Wieden + Kennedy, DDB Tribal, Arnold Worldwide, TBWA, Grey
June 2010 – March 2012 (2 years)

Worked with different agencies and clients, jumping in quickly to help elevate work for brands like Nike, Volvo, Puma Football, and Nokia.

180 Amsterdam

Art Director
2003 – June 2010

Played a vital part in groundbreaking global work for adidas, elevating them above Nike in sports advertising for the first time. Created award-winning campaigns like the 2010 Football Campaign and the adidas Bounce Campaign, along with collaborations with Stella McCartney for adidas' first fashion partnership, earning the agency the title of Independent Agency of the Year, three years running. Led projects for Amnesty International, Omega Watches and helped establish 180 Amsterdam's new digital agency "Riot".

EDUCATION

Hyper Island, Sweden

Bachelor, Digital Creative
2002 - 2004

Växjö University, Sweden

Media Technology
2000 - 2002

TALKS

Webby Awards - Guest Lectures
Miami Ad School - Guest Lectures
NYU - Guest Lectures
Cannes Lions - Titanium Presentation

HyperIsland - Guest Lectures
Art Directors Club - Presentation
Berghs school of communication