



Tofer Moran

Creative Director

Places

Verizon Creative Director & Head of Social Creative 2017–present

Helping build the Verizon in-house agency from the ground-up, overseeing social creative and leading a multi-disciplined content team. Building new ways-of-working, with both in-house and external agencies, to bring award-winning, integrated ideas to life. Delivering social-first ideas built for new platforms and rooted in human insights. Responsible for leading and integrating brand creative across owned channels as well as driving innovation in design, animation, typography and brand voice.

BBDO Senior Art Director 2012–13

Heat Sr. Art Director 2010–12

Combe Creative Director 2013–2017

Oversaw and lead creative efforts in advertising, branding and packaging for multiple brands in the men's grooming category as well as personal healthcare products for an in-house agency.

Partnered with the marketing team, I was responsible for increasing brand affinity, awareness and sales for large brands like Just For Men across multiple channels and played a key role in rebranding efforts for smaller, legacy brands like Brylcreem and Aqua Velva.

Tomorrow Sr. Designer & AD 2009–10

Ogilvy & Mather Art Director 2006–09

People

Client & Partner Experience

Verizon, Electronic Arts, EA Sports, IBM, The Metropolitan Museum of Art, The New York Times, Campbell's, British Airways, GE, ESPN, NFL, NHL, Just For Men, Peet's Coffee, Naked Juice, Blue Cross Blue Shield, Subway Restaurants and more.

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Awards

One Show

Gold 2X, Silver,
Bronze 7x, Shortlist 12x

Cannes

Gold, Silver, Bronze 3X,
Shortlist 6x

D&AD

Yellow, Wood 3X

NYF

Gold 2X, Silver 5x,
Bronze 4x, Shortlist 11x

AICP

Winner 2X, Shortlist 7x

ADC

Gold, Silver, Bronze 2x,
Merit 4x, Shortlist 8x

Clio's

Bronze 2x,
Shortlist

ANDYs

Gold 2X

Webby's

People's Voice Winner,
Nominee 3x

The FWA

Site of the Day