



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 2X,
Merit 10x, Shortlist 3x

Cannes

Gold, Silver, Bronze 2X,
Shortlist 6x

D&AD

Yellow, Wood 3X,
Shortlist 3x

NYF

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

AICP

Shortlist 7x

ADC

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

Clio's

Gold 5X, Silver 3X,
Bronze 3x, Shortlist 5X

ANDYs

Gold

Webby's

People's Voice Winner,
Nominee 3x

The FWA

Site of the Day