

CURRICULUM VITAE

Tone De Cooman

Creative Strategy, Concept & Production



Born: May, 15th 1979, Brussels, Belgium

Adres:

Edmond Vleminckxstraat 75,
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Portfolio: www.tonedecooman.com

Languages:

- DUTCH (mother tongue)
- FRENCH (very good)
- ENGLISH (very good)
- SPANISH (basic)

Car: Belgian B-Driver license

Software:

- Adobe Creative Suite (Premiere, After Effects, Photoshop, Indesign, Illustrator) / Avid
- Various office management, spreadsheet and presentation tools (Powerpoint, Keynote, Excel)
- Various social media marketing and analytics tools (Hootsuite, Falcon, Sprout, Cyfe)

About me

Creative direction and production with heart and soul.

As a passionate Creative Director / Producer I am dedicated to branded content and audiovisual storytelling with an emphasis on capturing both the authentic and the magical.

With over 18 years experience in the television and the digital communication industry I have excellent knowledge and background on creative concepts, strategy, content and production (above and below the line, animation, broadcast, commercial and documentary filmmaking, online marketing, photography, print and social media content). I worked as an art director, copywriter, creative director, creative producer and screenwriter for major agencies and production companies, for brands such as ACV, Ausy, Base, Beobank, Binck Bank, BMW, Carlsberg, De DrugLijn, Electrabel, Febelcar, Ferrero, Idealabs, Jaguar, Kambukka, iMinds, M&M's, Mobile Vikings, MVSA, Nationale Loterij, Nieuwsblad, Niko, Orange, Parentia, Raylex, Snickers, Stad Antwerpen, Spencer, Suzuki, Startit@KBC, Switch, Telenet, Tic Tac, Triumph, Uncle Ben's, Universiteit Gent, Vandemoortele, Volvo and Veritas.

I currently work as Creative Director at StoryMe.

Efficiency through empathy

- From strategic briefings to surprising concepts
- Making the real seem polished and the scripted seem authentic
- Impactful productions with heart and soul

I'm available as:

- Creative Director
- Creative Producer
- Art Director

Education

- **Manama, AO Media & Communicatie** | Universiteit Gent | 2001 – 2002
- **Master Philosophy** | Universiteit Gent | 1997 - 2001
- **Philosophy** | Autónoma de Madrid | 1999 - 2000
- **High-School, Latin-Mathematics** | KA St-Pieters-Woluwe | 1992-1997

Experience

Employers:

- **StoryMe** | Creative Director | June 2020 - Present
- **Onlyhumans** | Senior Art Director / Creative Producer | June 2017 - May 2020
- **Linkman** | Creative Director / Creative Producer / Art Director | Nov 2012 - June 2017
- **Fremantle** | Eindredacteur | June 2012 - Oct 2012
- **AVS** | Showrunner | May 2012 - Aug 2012
- **PVP** | Producer | Sep 2011 - June 2012
- **PMG** | Producer / Director / Screenwriter / Copywriter / Art director | Oct 2006 – Aug 2011
- **MSK Gent** | Art Director | Jan 2006 – Oct 2006
- **Filmfabriek** | Assistant Director | Nov 2005 – May 2006
- **RTBF** | Reporter | Sep 2005 – Nov 2005
- **Vlaams Audiovisueel Fonds** | Documentary filmmaker | July 2004 – June 2005
- **VVL BBDO** | Nov 2002 – April 2003 (Internship)

Productions:

White Out / Niouzz / Transparent Art | Art Transparent / Je Ne Voyage Pas, Je Rêve / De Verblinde Ruimte / De Ondernemers / Bouw & Woonadvies / Per Vierkante Meter / Aftercrash / Groentips / Autokenner

Projects & Events:

- Offscreen Film Festival / Chairman / 2008 - 2014
- vzw Marcel asbl / Chairman / 2003- 2014
- Encore Plus Aveugle que Prévu / Marcel - Museum Dr. Guislain / Artist / Photographer / 2006
- Sluitertijd – Temps de Pose / 2006
- Oral History / Expeditions / 2005
- Scratch / Expeditions / 2005
- AmuséeVous Soirée Fusée/ AmuséeVous-Marcel / 2005
- Blind Date Expo / Marcel / 2005
- Vers Geperst / Marcel / 2005
- Velaines, Ve(r)laines Poets-Mots-Dits, Utopia/ Marcel / 2003 -2005

Festival selections:

- Je Ne Voyage Pas, Je Rêve
 - We Speak Here – Culture Unplugged / 2012
 - International Documentary Film Festival Amsterdam / 2005
 - Brussels European Film Festival / 2005

Awards:

- BOA Awards 2018
- Digital Marketing Awards 2015

All professional info and recommendations:

<http://be.linkedin.com/in/tonedecooman>