



Tone De Cooman

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Bovenstraat 132, 2880 Bornem, Belgium

Function: Creative Director for DG AGRI

● WORK EXPERIENCE

2020 - CURRENT

CREATIVE DIRECTOR - STORYME / GANG

In his role as Creative Director at StoryMe / Gang Tone manages creative campaigns. He is the person of reference, with his strong organizational and interpersonal skills, when it comes to establishing and maintaining continuous creative communication. His main mission is to guide a great bunch of creatives towards high-quality video content. Tone is the Art Director's lifeline. He's both a source of inspiration and the main guard of the creative concept. He offers experience, expertise and new perspectives.

2012 - CURRENT

CREATIVE DIRECTOR - FREELANCE

With over 22 years experience in the television and the creative 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, Audi, Ausy, Barco, Base, Beobank, Binck Bank, Birdhouse, BMW, Broederlijk Delen, Carlsberg, De DrugLijn, Electrabel, Febelcar, Ferrero, Fujirebio, Galapagos, Gilead, Idealabs, Jaguar, Kambukka, Kick Cancer, iMec, iMinds, M&M's, Maasmechelen Village, Mirabau, Mobile Vikings, Moët Hennesy, MSD, MVSA, Nationale Loterij, Newpharma, Nieuwsblad, Niko, Orange, Parentia, Pierret, Plan International, Proximus, Lyreco, Raylex, Snickers, Stad Antwerpen, Spencer, Stad Gent, Suzuki, Startit@KBC, Switch, Telenet, Tic Tac, Triumph, Uncle Ben's, UGent, Vandemoortele, Veritas, Vlaamse Ardennen, Volvo, VREG and Qover.

2017 - 2020

SENIOR ART DIRECTOR - ONLYHUMANS

As a Senior Art Director for Onlyhumans Tone was responsible for 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).

2012 - 2017

CREATIVE DIRECTOR / CREATIVE PRODUCER / ART DIRECTOR - LINKMAN

Through creative direction and production with heart and soul Tone lead a small content agency to a 360° online marketing agency.

2003 - 2014

CHAIRMAN - MARCEL

Together with some relatives I set up the socio-artistic collective vzw Marcel. Organisation of socio- art projects and events (theatre performances, fine art & photography exhibitions, music & film festivals).

2003 - 2004

PROJECT MANAGER - MARCEL



Socio - Artistic Project - 'De Verblinde Ruimte' • Fundraising, project management, communication management, financial management, theatre workshop

06/2012 – 10/2012

EINDREDACTEUR – FREMANTLE

Leading the editorial and creative department for several TV formats.

05/2012 – 08/2012

SHOWRUNNER – AVS OOST-VLAAMSE TELEVISIE

Eindredactie, TV format/script doctor, pre-production and casting for 'De Ondernemers 2012' (2nd season of a series on young entrepreneurs and startups)

2011 – 2012

TV PRODUCER – PROFESSIONAL VIDEO PRODUCTIONS

• Broadcast: 'Per Vierkante Meter' for Medialaan (weekly lifestyle program on Vitaya) • Corporate: branded, corporate and professional media projects

2007 – 2011

PRODUCER / DIRECTOR / SCREENWRITER – PROFESSIONAL MEDIA GROUP

• Producing and directing for television programs (Vitaya), branded, corporate and professional video productions and governmental audiovisual campaigns • Screenwriting for informative / commercial broadcast and online video content • Copywriting and Art Direction for governmental and branded communication, PR, online marketing and advertising

2006 – 2007

COPYWRITER / ART DIRECTOR – PROFESSIONAL MEDIA GROUP

Text and photo-editing for professional magazines (Architect, Projecto,...)

01/2006 – 10/2006

ART DIRECTOR – MUSEUM VOOR SCHONE KUNSTEN GENT

Parttime coordination Film & Video Workshops - Educational Art Project 'Scratch'

2005 – 2006

ASSISTANT DIRECTOR – FILMFABRIEK

Parttime assistant-directing multimedia theatreperformance 'White Out'

08/2005 – 12/2005

PROJECT MANAGER – EXPEDITIONS VZW

Parttime - Benevolent Network - Research in Applied Anthropological Projects - Oral History Studies

09/2005 – 11/2005

REPORTER – RTBF

Parttime reporter 'Niouzz'

2004 – 2005

DOCUMENTARY FILMMAKER – VLAAMS AUDIOVISUEEL FONDS



Production, screenplay, photography, direction and editing, 'Je Ne Voyage Pas, Je Rêve' - documentary

11/2002 – 04/2003

COPYWRITER / ART DIRECTOR – VWL BBDO

Internship Copywriter / Art Director

● EDUCATION AND TRAINING

2001 – 2002

MANAMA, AO MEDIA & COMMUNICATION – Ghent University

1997 – 2001

MASTER, PHILOSOPHY – Ghent University

1999 – 2000

MASTER OF PHILOSOPHY (MPHIL), PHILOSOPHY – Universidad Autónoma de Madrid

● LANGUAGE SKILLS

Mother tongue(s): DUTCH

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
FRENCH	B2	B2	B2	B2	B2
ENGLISH	C1	C1	C1	C1	C1
SPANISH	B2	B2	B1	B1	B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● SKILLS

Video | Animation | Film | Generative AI | Art Direction | Creative Direction | Film Directing | Mixed Media
Screenwriting | Strategy | Photography | Online Marketing | Social Media | Public Realties | Editing
Branding | Creative Production |