

Stefan Boubliil

3440 Old Windy Bush Road
New Hope, PA 18938

917.412.8000
me@stefanboubliil.com

stefanboubliil.com

Multilingual creative and marketing professional with over twenty years of experience in developing groundbreaking concepts, leading diverse teams and implementing complex projects for top companies, with effectiveness and profitability always in mind. Inspiring thought leader with highly effective communication and relationship management skills, who excels at cross-functional collaboration.

Experience

Group Of Humans, Creative Director, 2019 – Present

- Develop visionary creative for global clientele, including technology, retail & consumer product companies as varied as The Virgin Group, Casper, Common Good, Vinfast and Swell
- Conceptualize, produce and design global product launch and expansion events, and leverage components to create exceptional brand marketing campaigns.
- Deliver results-driven strategy to corporations, entrepreneurs and institutions that encourages rethinking the processes and priorities of modern business.
- Identify, assemble and direct multidisciplinary mission teams engaged from various industries including design, architecture, film, music and technology, among others.
- Manage client interface, designing pitch and work presentations, and delivering information in a compelling and motivating manner.

Intel, Event Consultant / Annual Developers Conference, 2019

- Led the development of a multimillion-dollar experience targeting Fortune 100 partners.
- Crafted targeted strategy focusing on internal and external brand systems and iconography, evolving brand perception, strengthening developer relationships and unveiling new initiatives.
- Created avant-garde concepts, overseeing the development and production of advertising, marketing, design and architecture, video assets, event and digital content, as well as managing logistics to devise a cogent brand story.
- Worked directly with stakeholders including CEO Bob Swan as well as marketing and A.I. executives.

Google, Creative Director / Cultural Initiatives, 2017 – 2018

- Advised executives in conceptualizing user-centric initiatives such as pop up retail, music festival partnerships, neighborhood take-overs, SoundWalks and film series that humanized the brand, increasing emotional attachment, engagement and sharing.
- Created bold physical and digital experiences for Google Pixel, YouTube and the Grammys, pioneering invitation design and leading interdisciplinary teams to bring brand products and users together in unexpected ways.
- Designed key effective influencer partnership programs with top talent such as Annie Leibovitz, Ava DuVernay and Jaden Smith that increased the value of the brand.

The Apartment Creative Agency, Founder / Creative Director, 1999 – 2015

- Launched and operated New York City's first concept store.
- Directed teams in imagining new and often disruptive paths forward for a diverse clientele including Nike, MTV, Infiniti, Cindy Gallop, Bad Boy Entertainment, BMW, Sky TV, The Gap, & American Express.
- Empowered entrepreneurs to develop and launch new brands in retail, fashion, consumer products, hospitality, restaurants, software, real estate and the arts.

Special Skills

Graphic and Web Design, Visual Merchandising, Art and Product Curation, Film Production, Editing and Direction, French Fluency, Spanish and Italian Proficiency, Published Magazine Writer, Published Non-Fiction Author, Recording Artist/Musician, Mentoring.

Education

New York University, Bachelor of Fine Arts

Parson's School of Design, Photography

La Sorbonne, Philosophy and Theology