

# Max Kitaev

Film Director / Creative  
Georgia

## Contact

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## Professional Summary

Filmmaker and Art Director with international experience across European, Asian, US, and Australian markets. Started as a designer before moving into conceptual advertising and storytelling. Over a decade spent working in top advertising agencies, followed by a focus on directing commercials and music videos. Experienced in pitching and delivering work for global brands.

## Core Skills

- 1 Creative Strategy
- 2 Art Direction
- 3 Creative Direction
- 4 Commercial Directing
- 5 Concept Development

## Professional Experience

### **Self-Employed — Film Director (2016–Present)**

Directing commercials and music videos full-time.

### **Leo Burnett — Senior Art Director (2013–2016)**

Led creative work for Jeep, Goodyear, and Leroy Merlin. Participated in global projects for McDonald's, Fiat, MediaMarkt, and pitched new business. Later worked in Chicago on Skoal, Samsung, and P&G; brands.

### **TBWA Group Singapore — Art Director (2012–2013)**

Worked on ANZ Bank and Standard Chartered Bank accounts. Led projects for Lexus, Energizer, Corona, Scoot, and Singapore Airlines.

### **BBDO Moscow — Art Director (2009–2012)**

Delivered campaigns for Snickers, MTS, Wrigley, Lays, Pepsi, Cordiant, Tuborg, and others. Active in new business pitches.

### **Lowе Adventa Moscow — Art Director (2007–2009)**

Worked primarily on Beeline and SunInbev brands including Hoegaarden and Brahma.

### **Draft FCB — Art Director (2006–2007)**

ATL and BTL campaign development.

### **Solyd Entertainment — Designer (2005–2006)**

Graphic and visual design work.

## Awards & Recognition

- 1 Epica Gold
- 2 Golden Hammer Silver
- 3 New York Festivals Bronze
- 4 DM Diploma – Art Direction Gold
- 5 POSM Gold, Creativity Bronze
- 6 Published in Lürzer's Archive
- 7 Editor's Pick on Creativity Online

## Education

School of Visual Arts — Diploma (1989–1999)

Moscow Institute of Steel and Alloys — Higher Technical Education Diploma (1999–2004)