

# Ian Graham

CREATIVE DIRECTOR WRITER VOICEOVER

San Francisco, Los Angeles, Portland, New York,  
Toronto

[iangrahamcreative@me.com](mailto:iangrahamcreative@me.com)  
310.776.0009 mobile

## Experience

Group Creative Director

**SoFi**

San Francisco  
Feb 2020 - Present

Responsible for managing, directing, and producing all creative across all media.

Oversee messaging and asset creation for web and in-app experiences.

Work hand-in-hand with product teams to help develop new product initiatives, marketing strategies, and creative.

Also currently building and managing SoFi's in-house video production studio (3D motion graphics, animation, live action, content creation and production).

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Creative Director

**Clif Bar & Company**

Emeryville  
Jun 2015 - Nov 2019

Responsible for directing and managing creative across advertising, packaging, and events for all Clif Bar & Company brands (Clif Bar, Clif Kid, Luna Bar).

Worked closely with the innovation team and company founders to help develop new products and bring them to market.

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Creative Director, Writer, Voiceover

United States, Canada, England  
2008 - Present

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Clif Bar & Company, Emeryville  
Apologue Studio, Los Angeles  
Swirl, San Francisco  
Liquid, San Francisco  
Rebel Industries, Los Angeles  
Apollo Group, San Francisco  
Nice Advertising, San Francisco  
Elixir Design, San Francisco  
Brainchild, San Francisco  
McKinney, Durham  
Sequence, San Francisco  
Zeesman, Los Angeles

Clif Bar & Company, Clif Bar Family Foundation, Seed Matters,  
McLaren Racing, Walmart, Microsoft, E & J Gallo, University of  
Phoenix, Pacific Gas and Electric, SunEdison Solar,  
[flexalert.org](http://flexalert.org), S. S. Jeremiah O'Brien, Jelly Belly, Sunsweet,  
Crystal Geysler, Togos Subs, Qwest/CenturyLink, Apple,  
Paramount Pictures

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Associate Creative Director

San Francisco  
2009 - 2011

## Eleven

Apple, Sun Valley Resort, Treasury Wine Estates

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Executive Creative Director

San Diego  
2008 - 2009

## Bailey Gardiner

San Diego Museum of Art, Golden Gate Fields Horse Racing,  
Seaport Village, Point Loma Outfitting, Del Mar Plaza, Hazard  
Center, [beautyencounter.com](http://beautyencounter.com), Sushi: Center for the Urban  
Arts

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Creative Director, Writer

United States  
2006 - 2008

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Imaginary Forces, Hollywood, New York  
Grateful Palate Import Wines, Oxnard  
Bradshaw Advertising, Portland  
Shepard Fairey's Studio #1, Hollywood  
DraftFCB, Irvine

NBC, A&E, Channel 5 London, Paramount Pictures, Sony, HP,  
Grateful Palate Airwines, Marquis Philips Wine, Bitch Wine,  
MGM Mirage Casinos, Dewar's Scotch, Taco Bell

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Creative Director, Senior Partner

Los Angeles  
2001 - 2006

## Ogilvy

Cisco Systems, AMPM Stores, ARCO Gas, Motorola, Linksys,  
Siemens Appliances, Nature Made Vitamins,  
[YellowPages.com](http://YellowPages.com), Miller Lite

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Writer

San Francisco  
2000 - 2001

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Goldberg Moser O'Neill, San Francisco  
TBWA/Chiat Day, San Francisco

Meridian Wine, [pets.com](http://pets.com)

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Associate Creative Director

San Francisco  
1999 - 2000

## Kirshenbaum Bond & Partners West

PeopleSoft Software, IHOP Restaurants, [Wine.com](http://Wine.com)

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Associate Creative Director

San Francisco  
1998 - 1999

## Glow Creative

Gravis Gaming, Kensington Computer Accessories, National  
Semi-Conductor, Shmaltz Brewing

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Senior Writer

San Francisco  
1997 - 1998

## EURO RSCG DSW Partners

Intel, San Francisco Opera, Macromedia

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Writer

San Francisco  
1996 - 1997

## J. Walter Thompson

Nestle, Sun Microsystems, Sprint, Sunsweet Prunes, E\*Trade,  
California Lottery

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Writer

Miami  
1994 - 1996

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Crispin Porter + Bogusky, Miami  
Beber Silverstein & Partners, Miami

Shimano Bike Shoes and Pedals, Miami Homeless Shelter,  
Gargiulo Produce, Florida Power and Light

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### Education

Portfolio

Miami, Florida  
1994 - 1995

## Miami Ad School

Copywriting Program

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B.A.A., Mass Communications

Toronto, Canada  
1990 - 1993

## Ryerson Polytechnic University

Broadcast Writing and Advertising Majors, Philosophy Minor

Social

## LinkedIn Profile

Let's connect.

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Ian Graham

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