

# DJ NEFF

**CREATIVE  
NEFFINK.COM  
415.810.8118  
DJNEFFINK@GMAIL**

## OBJECTIVE

## TO BE YOUR CREATIVE X-FACTOR

Seeking a position as a creative x-factor, joining an exceptional team to inspire, ideate, and visually craft next-level campaigns for leading brands. With my versatile skills, strategic thinking, and hands-on approach, I aim to be your invaluable asset.

## EXECUTIVE PROFILE



Passionate and visionary creative, DJ Neff, specializes in creating brand partnerships through various mediums such as murals, graphic design, installations, brand experiences, and non-traditional out-of-home marketing. With 20 years of experience working with renowned brands, I thrive on challenges and possess a deep understanding of what drives successful campaigns. My expertise spans creative direction,

design, and pitch work, with a solid background in both agency and direct client collaborations. In recent years, I have taken on leadership roles, overseeing production experiences, event fabrication, and spearheading client-facing sales, marketing, and new business initiatives. I have a proven track record of effectively leading teams in fast-paced environments, approaching every project with a positive attitude and cultural awareness.

### 0.1 CORE COMPETENCIES

| CORE:               | TECHNICAL:           |
|---------------------|----------------------|
| Graphic Design      | Adobe Creative Suite |
| Illustration        | Google Suite         |
| Concept Development | Social Media         |
| Strategic Thinking  | AI Proficiency       |
| Team Leadership     | Squarespace          |
| Fabrication         | CSS                  |
| Painting            | Video Editing        |

### 0.2 EDUCATION & CERTIFICATES

University of Florida  
**GRAPHIC DESIGN MAJOR | FULL ACADEMIC SCHOLARSHIP**  
Graduated with honors  
President of Graphic Design Club -Vox Graphis

### 0.3 LATEST WORK

**2010 CREATIVE DIRECTOR**  
**PRES NEFF ink \_ Los Angeles, CA**

Create and execute various brand work including but not limited to: Brand Identity, Graphic Design, Illustration, Fabrication and Murals.

**2015 EXPERIENCE DIRECTOR**  
**PRES Tool of North America \_ Los Angeles,**

Create immersive brand experiences with use of physical artwork, Augmented Reality, Artificial Intelligence, Design and Fabrication.

**2022 SENIOR GRAPHIC DESIGNER**  
**ANOMALY \_ Los Angeles, CA**

Part of the team to help design and execute Meta Quest 2 OOH and social Campaigns.

**2014 DESIGN DIRECTOR**  
**2018 Mar Vista Art Dept. \_ Los Angeles, CA**

Built a West Los Angeles creative studio with its own store and event space. Duties included event production, sales and marketing, and display fabrication.

0.4 **ADDITIONAL EXPERIENCE**

- 2004** **ART DIRECTOR**
- 2007** **Crispin Porter + Bogusky** \_ Miami, Fl / Boulder, Co  
First agency job, worked up from intern to AD. made award winning work.
- 2007** **SENIOR ART DIRECTOR**
- 2009** **Deutsch LA** \_ Los Angeles, CA  
Integrated team working on Sony Playstation
- 2008** **CREATIVE DIRECTOR**
- 2009** **Fancy SF** \_ San Francisco, CA  
Led team at startup for Chiquita Banana Client Rebrand and Interactive work.
- 2010** **FREELANCE ART DIRECTOR / DESIGNER**
- PRES** **Anomaly** \_ Los Angeles, CA  
**Tbwa Chiat/Day** \_ Los Angeles, CA  
**JWT** \_ NY, NY  
**Circus Maximus** \_ NY, NY  
**Mccann Erickson** \_ San Francisco, CA  
**Team Enterprises** \_ Ft Lauderdale, Fl  
**180LA** \_ Los Angeles, CA  
**VENT\_Hospitality** \_ Los Angeles, CA  
**Krueger Ads** \_ Los Angeles, CA

0.5 **BRANDS WORKED ON**

- VOLKSWAGEN**
- BURGER KING**
- COCA-COLA ZERO**
- MINI COOPER**
- GEEK SQUAD**
- CHIKUITA BANANA**
- SONY PLAYSTATION**
- SATURN**
- HANSEN'S SODA**
- H&M**
- TOYOTA**
- NISSAN**
- BECK'S BEER**
- CHIK-FIL-A**
- K-SWISS**
- CITIBANK**
- TARGET**
- MACALLAN**
- MAJESTIC UNIFORMS**
- YASSO**
- NETFLIX**
- ACCENTURE**
- CHAMELEON COLD BREW**

0.6 **REFERENCES**

- PAUL RAMIREZ** | **TEAM ENTERPRISES** | PH. 310-498-5062 | PRAMIREZ@TEAMENTERPRISES.COM
- JASON WOLSKE** | **DAVID AGENCY** | PH. 305-733-9598 | JWOLSKE@GMAIL.COM
- CHRISTOPHER NEFF** | **ANOMALY** | PH. 954-662-3837 | CNEFF@ANOMALY.COM
- ADAM BASKIN** | **TOOL OF NA** | PH. 520-403-4334 | ADAM.BASKIN@TOOLOFNA.COM
- PATRICIA ORTIZ** | **ANOMALY** | PH. 305.788.2001 | ME@CREATIVEBARK.COM
- MIKE KRAUS** | **VENT LLC** | PH. 818-419-9572 | MKRAUS@VENT.LLC
- KAT STREET** | **MOTHERSHIP** | PH. 305-319-0524 | KATSTREET78@GMAIL.COM
- CHEF STEVEN FRETZ** | **COAST RANGE** | PH. 213-304-0354 | CHEFFRETZ@GMAIL.COM
- RYAN KUTSCHER** | **CIRCUS MAXIMUS** | PH. 305-600-6055 | RYAN@CIRCUSMAXIMUS.COM
- JOHN KREUGER** | **KREUGER ADS** | PH. 310-995-1971 | JKREUGER@KREUGERADS.COM

**ADDITIONAL REFERNCES ON REQUEST.**

