

BAS

ACKERMANN AND I WORK AS A CREATIVE.

I'M BAS, A CREATIVE PROFESSIONAL WITH OVER 15 YEARS OF EXPERIENCE AS A CREATIVE SPECIALIST IN , IN MARKETING, BRANDING AND CRAFTING IMPACTFUL NARRATIVES.

MY INTERNATIONAL COLLABORATIONS WITH NGOS, RENOWNED BRANDS, AND AGENCIES IN (RE)BRANDING, CAMPAIGNS, AND STORYTELLING HAVE HONED MY ABILITY TO ENSURE CONTENT QUALITY AND CRAFT COMPELLING VISUALS STRATEGICALLY.



WORKING EXPERIENCE

SEEPJE

ART DIRECTOR '23 - '24

Oversaw rebranding efforts for the marketing team at Seepje, a leading Dutch sustainable personal care brand with global operations. Led concept development, strategy, campaigns, content creation, and coordinated in-house and freelance creatives

KESSELS KRAMER

CREATIVE VIDEO EDITOR '22 - '23

Conceiving and editing a 15-minute brand strategy documentary film.

UN / WORLD FOOD PROGRAMME

BRAND STRATEGY CONSULTANT '19 - '21

Responsible for the branding, content creation, team management, and online presence of the "impact storytelling platform " Straigh Outta Rasta", highlighting Bangladesh's food and culture.

TOMTOM

CREATIVE FILM EDITOR '22 - '23

Overseeing the editing and production of a 60-minute brand film documentary.

EDUCATION

BACHELOR'S IN SOCIAL & MEDIA STUDIES

PROPAEDEUTIC DIPLOMA IN EUROPEAN BUSINESS STUDIES

KEY SKILLS

STORYTELLING

LEAD

FILM & VIDEO EDITING

COPYWRITING

FILM

CONCEPTING

STRATEGY

CREATIVE DIRECTING

TEACHING

PHOTOGRAPHY

CONCEPTUAL DESIGN

ART

FUNDING

MARKETING

WORKING EXPERIENCE

TEN CONTENT AGENCY

COMMERCIAL DIRECTOR '23 - '24

Sports commercial and content agency, overseeing concept development, strategy, postproduction, mentoring junior creatives, on-set direction, and providing technical and logistical support for content management



KAYU SURFBOARDS

CREATIVE DIRECTOR & CO-FOUNDER '22 - '23

Founder of a sustainable balsa surfboard brand, overseeing branding strategy, marketing content creation, team management, social media engagement, and internship supervision.



SHOOT ME FILM & MUSIC FESTIVAL

FOUNDER - CREATIVE DIRECTOR - FUNDRAISER '05 - '15

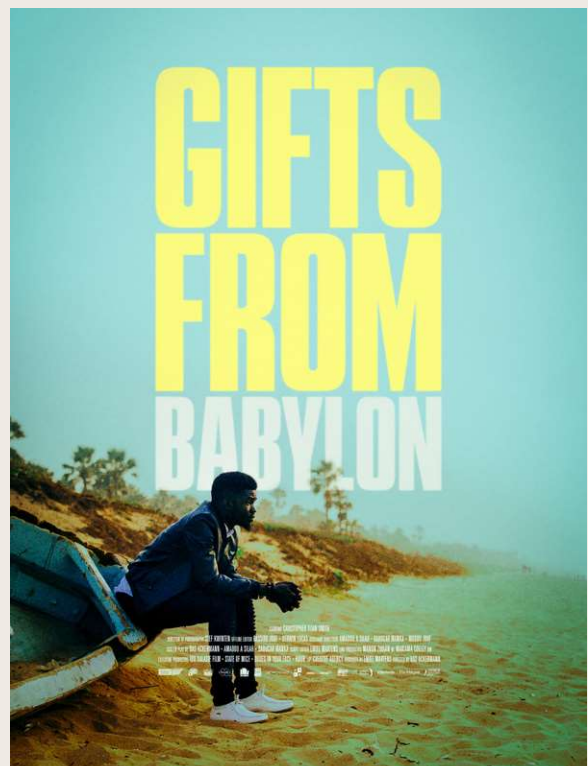
Led the cultural event organization Culturale Event Festival, securing €1.2 million in funding over a decade. Spearheaded festival branding, programmed film and music events, produced marketing content, and directed creative teams.



STATE OF MIC

CO-FOUNDER - TEACHER - FILMMAKER '07 - '16

State of Mic, a creative production studio and Youth Empowerment Project in The Gambia, West Africa. Pioneered branding identity & strategy, crafted marketing content, conducted media training, fundraised, managed social media & online communication, and directed influential films advocating for change, like the international acclaimed and awarded impact film Gifts from Babylon, which tells the story of a returnee immigrant going back to his home country to find himself lost (again)...



BRAND STRATEGY & CONCEPT

SEEPJE / SOAPLY

(RE)BRAND IDENTITY LEAD - CONCEPTING - PHOTOGRAPHY



UNITED NATIONS - WORLD FOOD PROGRAMME - BANGLADESH

BRAND STRATEGY - CONTENT CREATION - CREATIVE TEAM LEAD



Bangladesh's 2-time Surf Champion - A captivating short film exploring her passion for food and surfing.



The Rohingya camp in the Cox's Bazar region shelters nearly 1 million refugees from Myanmar.

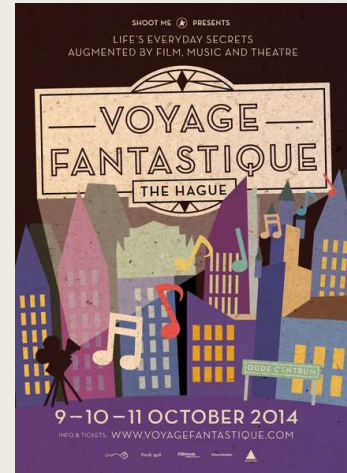
KAYU SURFBOARDS

CREATIVE DIRECTOR – BRAND STRATEGY – PRODUCT DESIGN



SHOOT ME FILM & MUSIC FESTIVAL – THE VOYAGE FANTASTIQUE

CONCEPTER – CREATIVE DIRECTOR



An in-depth masterclass with acclaimed director and photographer Anton Corbijn on his career as a music video director (Nirvana, Depeche Mode...)

The Shoot Me Film & Music Festival showcased independent impact films at unique venues, including a midnight screening for 250 people in The Hague's metro station.

RELEVANT EXPERIENCE

WORKED WITH INTERNATIONAL ADVERTISING AGENCIES,
PRODUCTION COMPANIES, BRANDS, AND NGO'S INCLUDING:

CLIENTS

TOMTOM

SEEPJE

KESSELSKRAMER

WIEDEN + KENNEDY

IOM

UNICEF

GREY

UNITED NATIONS

MILLFORD

BOOKING.COM

EDELMAN PUBLICITY

LELY

PETER R DE VRIES

CORENDON

AMNESTY

GLOBAL

SENEGAL

KENYA

BANGLADESH

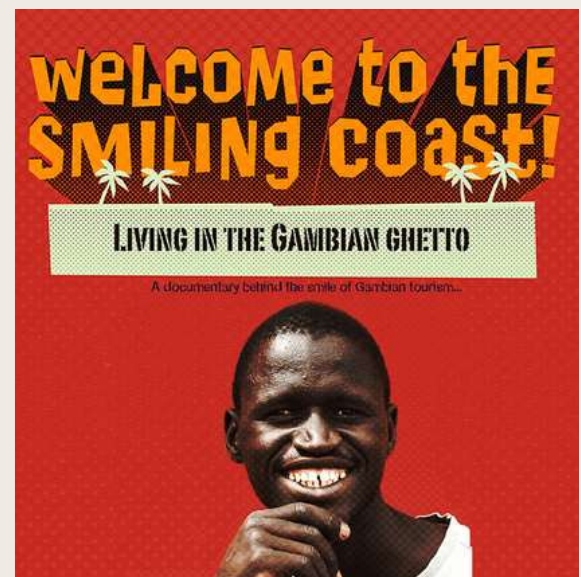
THE GAMBIA

NEPAL

SINGAPORE

GHANA

INDONESIA



THANK YOU!

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