



Huib Maaskant
Creative director, copywriter

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ME ABOUT MYSELF

As a digital native I love bringing creative ideas and technology together. I strongly believe in concepts that really engage the audience. I also work in traditional advertising. Occasionally I create corporate films, organise events and write formats for television. The biggest challenge is finding the one big idea that brings it all together.

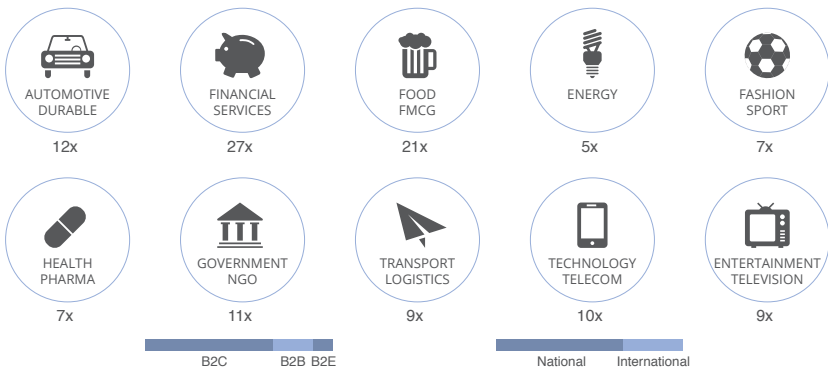
I bring over 15 years experience as a creative director and a copy writer to the table, both on national and international accounts. In my portfolio you'll find several projects that cater for an international audience. I am comfortable working in teams with various nationalities and languages.

Besides my day job, I am co-founder and creative director of the SpinAwards, the Dutch Digital Awards. The event has grown into a major creative festival in Amsterdam.

AWARDS



CLIENTS



AGENCIES

Boondoggle - DDB&Tribal Amsterdam - Doorn&Roos - Duval Guillaume - Energize - Etcetera - Euro RSCG 4D - Euro RSCG Amsterdam - FCB - FHV/BBDO - Grey - Havas - Iris - JWT - Lbi Lost Boys - LST - M&C Saatchi - McCann - N=5 - Ogilvy&Mather - Proof - Proximity - Rapp - Red Urban - Roorda - Sid Lee - Strawberry Frog - SWH/Indie - TBWA\BEC - These Days - Thjnk - Volt - Wunderman - XXS - Y&R

EXPERIENCE

- Executive creative director a.i. **Wunderman 2016 - 2017**
- Creative director a.i. **Red Urban / Etcera 2014**
- Digital creative consultant a.i. **KRO 2011 - 2013**
- **2008 - nu**
Freelance creative director, copywriter **Floodland BV**
- **2006 - 2008**
Creative director Events & Concepts **IDTV**
- **2005 - 2006**
Executive creative director **Euro RSCG 4D**
- **2003 - 2005**
Freelance creative director, copywriter **Floodland BV**
- **1997 - 2003**
Co-founder & executive creative director **Qi**
- **1995 - 1997**
Creative new media, copywriter **Wunderman**
- **1995 - 1997**
Director creative producer **Quadrant/Signum**

EDUCATION

- **1989 - 1994**
National Film Academy
Directing (1993), new media (1994)
- **1988 - 1989**
TU Delft
Electronic engineering
- **1982 - 1988**
Gymnasium
RSCG Brielle

LANGUAGE SKILLS

Dutch ●●●●●●●●●●

English ●●●●●●●●●●

German ●●●●●●●●●●

French ●●●●●●●●●●