

carah von funk

carah.vonfunk@gmail.com | Amsterdam, NYC & SF | +31(0) 6 3401 3011
www.aurlthatiseasytoremember.com | www.linkedin.com/in/carahvonfunk

jobs

Von Funk Ventures | Amsterdam, NYC & SF | 2007 - today

Executive Producer, Business Development & Marketing Consultant, University Marketing Instructor – freelance and permalance

- Specializing in integrated content production, cultural branding, VR & AR, experiential physical to digital installations, social media, transmedia storytelling, stunts & media magnetic events, strategic alliances, creative integration, alternative media, branded entertainment and product, print and TVC, contract, negotiation and strategic alliances. Concepting and strategizing new business models for the evolving advertising and entertainment industry.
(See appendix below).

Venables Bell & Partners | San Francisco CA | 2006 - 2007

SVP, Creative Integration, Experiential and Buzz Marketing a.k.a. "Firestarter"

- CLIENTS: Audi, HBO Home Video, PG&E, Barclay's, and 24 Hour Fitness' boutique brand "The Loop"
- Key member on the Audi US pitch team, concepted all non-traditional and experiential executions resulting in \$70M "win", the agency's largest account to date.
- Concepted and produced large-scale, year long, city-wide green experiential events initiatives for PG&E, leveraging relationships with local not-for-profit The Arc of San Francisco, name local artists and *ReadyMade* magazine resulting in \$500K+ in "free" PR/media value.

Crispin Porter + Bogusky | Miami FL | 2004 - 2006

Head of Creative Business Development and Strategic Alliances a.k.a. "Loose Cannon"/Executive Producer

- CLIENTS: Burger King, MINI Cooper, Slim Jim, truth anti tobacco, Virgin Atlantic
- Hired by Chief Creative Officer Alex Bogusky to found CP+B's branded entertainment division.
- Strategized new business models for self-liquidating advertising and agency equity in intellectual properties.
- Initiated, negotiated, and shepherded partnerships in entertainment and truly non-traditional media.
- Deals include: film (Burger King indy film initiative and MINI Cooper Men of Metal film project with CAA); television (first of its kind, advance paid, first-look development deal with Fox Studios Television resulting in 4 optioned projects); fashion (targeted licensing to high-end boutique and mainstream retail distributors for BK, Slim Jim and truth anti-tobacco t-shirts and paraphernalia); publishing (produced CP+B book *HOOPLA* with Powerhouse Books), and product (produced limited edition collectible Subservient Chicken action figure with Kid Robot).

MAMA Reps | New York NY | 2000 - 2004

Founder and Principal /Executive Producer

CLIENTS: Nike (via Wieden+Kennedy/Tokyo), H&M, HBO and US Concepts

- Conceived and founded first of its kind, full-service freelance creative services agency and alternative media consulting firm, MAMA.
- Linked innovative marketers with top-tier commercial talent to create branded cultural campaigns and events across traditional and emerging media platforms.
- Curated and managed creative roster comprised of artist including Ryan McGinness, David Ellis and "The Barnstormers," John Lurie, Graphic Havoc, Bill McMullen, RoStarr, and Plazm in addition to media-side clients such as GUM, Anthem Magazine, TiVo and Soundwalk.
- Produced H&M Soho store grand opening 3 week long, experiential live art exhibition and opening event and award winning film of the work benefiting local NFP "Art Start" resulting in H&M being named NY1's "New Yorker of the Week".
- Spearheaded strategic partnership with premier photography/illustration agency Art Department. Generated annual billings in excess of \$2M, doubling revenues by second year.

Executive Business Development and Creative Consultant | New York NY | 2000 - 2002

- CLIENTS: TBWA/Chiat, Omnicom/OMD, Blockbuster, Budweiser and New Line Cinema
- Served as sole New York creative executive, marketing and corporate advisor for West Coast-based animation production shops Mondo Media of San Francisco and Honkworm International of Seattle (as Sr. Vice President, Corporate Development and Strategy).
- Headed all East Coast and Los Angeles-based operations including top-level financing, strategic alliances, syndication, advertising and sponsorship sales; as well as creating, developing and pitching customized web series to agencies and brands.

Razorfish | New York NY | 1996 - 2000

Vice President, Business Development and Strategic Alliances, Executive Producer, Studios Division

- Co-produced SF MoMA's first digital art inductee: The Razorfish Subnetwork [www.rsub.com].
- Shepherded original content and license deals from concept, to deal memo, to contract, to execution.
- Production manager of publishing imprint, responsible for books such as *flatnessisgod* by Ryan McGinness and Danny Clinch's *Discovery Inn* and of studio's indy record label.
- Executive produced flash animation series (including artist George Condo's *Pod People* and Marina Zurkow's *Brain Girl*).
- Concepted and produced the web's first online "Magazine Rack" comprised of 20+ exclusive editorial licensors achieving \$1M+ advertising value in premiere quarter.
- Executive Producer and co-Creative Director of 1996-1999 Razorfish infamous "May Day" events.
- Received 1999 annual award for "Greatest Contribution to the Evolution of Razorfish Culture."

von Funk Events | New York NY | 1996

Founder and Executive Producer

Friedman, Domiano & Smith | Cleveland OH | Summer 1995

Associate

Kadokawa Productions US, Inc. | Los Angeles CA | 1990 - 1993

Director of Development & Acquisitions

The Samuel Goldwyn Company | Los Angeles CA & New York NY | 1988 - 1990

Creative Executive, Acquisitions and Story Development

Cineplex Odeon Corporation | New York NY | 1988

Associate Director of Publicity and Public Relations

Freelance Film Production | New York NY & Miami FL | 1984 - 1988

Production Manager/Coordinator, Assistant Art Director

preparation

Case Western Reserve University School of Law | Cleveland OH

Juris Doctorate

- Dean's List. Student Bar Association. Board of Governors. Focus on contracts, entertainment, copyright and 1st Amendment issues.

New York University Tisch School of the Arts | New York NY

B.F.A. Film and Television, cum

laude

- University Honors Scholar – the Dean's Award for top 100 graduates, University-wide.
- Wrote, directed and co-produced three award-winning short films.

University of California | Irvine CA

Certificate in Social Media Marketing

- 6 month advanced fulltime certificate with focus on cross platform content strategy, transmedia storytelling, measurement, listening & analytics, blogging and SEO.

additional information & interests

- Board of Directors Lost Hearts & Souls Horse Rescue
- Board of Advisors, Art Start of New York City.
- Enthusiastic long time volunteer for Gods Love, We Deliver, Habitat for Humanity & Amnesty International
- North American Editor GRAPHIC Magazine/bis Publishers NL, an award-winning international design and art journal.
- Dogs and horses!

freelance work appendix

- RECENT PROJECTS & CLIENTS:

- Hogeschool University, School of Applied Sciences, Creative Business, Lecturer – Marketing Principles
- We Believers, NYC – Executive Producer & Creative Consultant
 - Pitch team for AR, VR national retail experiential installation + TVC initiative for Nestle USA.
- Junior.io, SF - Executive Producer Special Projects
 - Kodak Moments' "The Memory Observatory" A large scale physical to digital branded art installation with artist Marcos Lutyens premiering at SXSW to be toured internationally. Project received over *1/2 billion* media hits in first 3 days.
- Ogilvy, NY - Producer Special Projects
 - Amnesty International "Freedom Voices" (international viral phenomena) - Produced, account directed, brokered a strategic alliance worth \$500M+ in free media with partner DubSmash. Drafted and obtain pro bono usage agreements with Malala Yousafzai, An Wie Wie, Pussy Riot, Sir Patrick Stewart and Edward Snowden. 2016 Cannes and Clio's "Shortlist" for Social Media.
 - Childhood.org -w- Getty Images - Producer, PA, 2nd electric/lighting asst., stand-in, legal/ releases, propping, including xmas tree assembly and decoration, stylist, make-up, casting, executive wrangler, sourced and carried a 50lb. bag of coal in NYC in the winter with photographer/genius Justin Bettman).
 - Jagermeister - Pitch team (produced prototype influencer kit) = WIN vs.10+ competitor agencies.
- FORMER CLIENTS:
 - Artist Ryan McGinness upcoming book *Social Work* - Business Development & Strategic Alliance Partnerships
 - Bespoke Collection Wines - Social Media & SEO consultant
 - Atascadero Creek Winery - Director of Sales and Marketing
 - Marc Mondavi's The Divining Rod Wine - Wine Riot Consumer Tasting Events
 - The Buyer Group - Digital Strategist and Social Media Community Manager for 3 brands
 - Mike Shine - Fine Art Consultant and Exhibition Publicist for his "Shine Shack" installation at the SFMoCFA
 - Al Gore's Current TV - VP, Word of Mouth Marketing - physical to digital street projects week long NYC roaming projections activation
 - Amnesty International - Executive Producer Special Projects via Citizen Group
 - Photographer Jill Greenberg – Casting, location Production Manager and co-Producer Horses for Rizzoli Books
 - Sprint via Goodby Silverstein & Partners Pop Up Store - Special Projects Executive Producer
 - Miami Ad School/SF Instructor "The Brand Called You"