

Samuel Grinfeder

+10 years exploring the world (London, Paris, Tokyo, São Paulo, NYC) and ways to connect brands like Apple, Nike, League of Legends, Netflix, with new cultural playgrounds

samuel.grinfeder@gmail.com
1 (929) 462 3444
Brooklyn, New York

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WORK EXPERIENCE



SONIC BOOM – Co-founder & Strategy Consultant
Remote, 01.2020 – 03.2023

+3 years running a strategy consultancy with a mate, grinding for new business and eventually directly serving clients like Twitch, Nike, Riot Games

▲ Created a GenZ culture report and formulated a strategy to expand **Twitch** beyond gaming culture, which informed a global repositioning in the next Q

▲ Helped **Yuga Labs** (founders of Bored Ape) make plans to create cultural impact beyond web3, and identify commercial opportunities in gaming

▲ Defined a roadmap to evolve **Ralph Lauren** from fashion to digital fashion leader, teamed up with a CD to create the next phase of their Fortnite collab

▲ Concepted and pitched the winning idea on a web3 new business pitch for **Off-White**, competing against large big network agencies

Brands: Burberry, Ralph Lauren, Nike x Virgil Abloh, Off-White, Louis Vuitton, Twitch, Riot Games, Blizzard-Activision, King Games, Mondelez, Fnatic



B-REEL – Senior Strategist
London, 03.2017 to 12.2018

1.5 year leading strategy across most agency projects, during the most prolific time for the office, a AdAge 'small agency of the year' with +92% growth

▲ Led strategy for the launch of **Fenty**, a new brand by Rihanna & LVMH, formulated the brand for the pop star and experience strategy for the site

▲ Led winning new business pitches for **Gucci**, Converse, Meta, LinkedIn

▲ Supported creative development of the AR/VR app for band **Gorillaz**, that earned x3 Cannes Lions (incl. Gold), Grand Clio, Eurobest Grand Prix, and more

▲ Worked super hands-on and collaboratively with creatives to quickly concept and deliver social content for **Nike** Football/Basketball, Air Jordan

Brands: Nike, Netflix, Gucci, Converse, Gorillaz (Warner Music), Jaguar, LVMH (Fenty, Loro Piana), Facebook, LinkedIn, WWF, Bang & Olufsen, Pernod-Ricard



TBWA MEDIA ARTS LAB – Strategist
London – 07.2013 – 02.2017

3.5 years at Apple's exclusive agency, where I made France the test-market for how Apple can create local campaigns around culture staples

▲ Wrote briefs that led to Apple's first campaigns exclusively created for local markets: 'Beautiful Game' (Football), 'Detour by Michel Gondry', 'Hip Hop'

▲ Initiated and briefed the idea of iPhone's first ever campaign dedicated to gaming, which evolved into a long-term comms platform for the iPhone brand

▲ Led comms planning for the brand's first social media campaign on Tumblr

Brands: iPhone, iPad, Apple Watch, Apple TV, iTunes, Apple Music



WUNDERMAN THOMPSON JAPAN/BRAZIL – Junior Planner
Tokyo, Sao Paulo, 11.2012 – 06.2013 (contract)

▲ 10 months at JWT Tokyo where my main mission was to design & run a training program to make the agency more creative and effective around digital/social

▲ 2 months at the Sao Paulo office in Brazil to run a similar program, and support local teams on new business pitches for Coca-Cola and Unilever brands

Clients: Suntory Beers, Kit Kat, Fujitsu (phones), Smirnoff, Coca-Cola



DDB PARIS – Junior Planner
Paris, 09.2011 – 09.2012 (grad scheme)

▲ Go-to kid within the planning department for all things digital/social
Brands: Hasbro (toys), Bouygues Telecom (mobile), Mini Cooper (car)



TBWA PARIS – Social media manager
Paris, 12.2010 – 05.2011 (internship)

▲ Helped to start an influencer outreach offering, managing a team of two
Brands: Playstation Network, Whiskas/Pedigree, Aides (NGO)

SIDE PROJECTS

TREND REPORTS - create and share cultural reports on video game marketing, web3 and cultural trends such as anime culture or racing

NIGHTLIFE - was DJ and co-Director of a paris nightclub, organising aftershows featuring Pete Doherty, Franz Ferdinand, Julian Casablancas

EDUCATION

LA SORBONNE UNIVERSITY, Paris (2007 – 2010)
Undergraduate degree in Law & Political Sciences

Ecole Française des Attachés de Presse, Paris (2010 – 2012)
Graduate degree in Communication & Medias