



Pascal Hierholz

Born October 13, 1961 in Russ (Alsace, France)

Citizenship: French and Canadian

www.pascalhierholz.com

pascal.hierholz@gmail.com

Presently – **Creative Consultant –Interactive & ATL** P.T.Sekali (Indonesia)

Clients: Advantage Indonesia, Soho Group, Godrej group, Hit, Stella, Darya-Varia, Wardah cosmetics, Toolbar Digital (Jakarta), Burger King (digital), Esia, Everbest, Dua Kelinci, Alila hotels, Amo Spa Bali, Bridges...

2010 Freelance Creative Director at Adabisc (Doha, Qatar) *Accounts:* Qtel, Barwa, Salam stores, AlJazeera Finance

2009-10 Executive Creative Director at Team/Y&R and Wunderman (Amman, Jordan)
Accounts: Orange, Royal Jordanian Airlines, Bank of Jordan, Cosmo, Mazda

2008-09 - **Executive Creative Director** McCann Worldgroup (Jakarta, Indonesia)

Accounts: Coca-Cola, Nestlé, Pizza Hut, Cussons, L'Oréal, Indomilk, Gudang Garam

Awards: 2009- "Cease Fire" British Chamber of Commerce, Award of excellence- RX Club Show. Nescafé TVC, Citra Pariwisata Jakarta, Bronze. Pizza Hut brand campaign, Yum Reel 2009 Best commercial.

2008 **Free-lance Interactive Creative Director**

Profero (Shanghai, China) *Accounts:* Mattel (Barbie), TongYi (noodles), Lufthansa

wwwins consulting (Shanghai, China) *Accounts:* P&G, Coca-Cola, Philips

Oriental&Rende Advertising (Beijing, China) *Account:* FAW-Volkswagen New Passat

April-October 2007 **Interactive Creative Director** Nurun-China Interactive (Shanghai, China)

Accounts: FAW-Volkswagen, P&G, Olay, Louis Vuitton, Colgate, L'Oréal

12/2005-03/2007 **Creative Director** Marketel McCann Erickson (Montréal, Canada)

Account: Air Canada (global, through-the-line)

Awards: 2006- « Revolution » Integrated campaign, Digital Marketing Awards Toronto, Gold. Internet media Awards, Best in Class & Outstanding Achievement award for « Revolution »

2005 **Free-lance Art Director – Creative director**

Oriental&Rende Advertising (Beijing, China) : Volkswagen Jetta, Caddy, New Passat. He&She (soft drink)

Palmarnold (Montréal, Canada): Volkswagen New Passat, Jetta, Quebec's Casinos

The Montreal Office: Nokia, AIM Trimark. JWT: Tim Hortons, Nicorette

2004 **National Creative Director** Venture Communications (Calgary, Canada)

Responsible for the end product of the Calgary, Edmonton, Ottawa and Toronto offices

Main accounts: Subway, Toyota dealers, Enmax Energy, French Dressing Jeanswear, Unilever's Lipton and Sunlight, Growing Alberta

Awards: 2005- Toyota magazine, AdRodeo Distinction Award, Calgary. Subway billboard, Canadian Franchise Association Award, Gold, Toronto

03/2001- 03/2004 **Vice-President, Creative Director** SVY&R (Montréal, Canada)

Main accounts: Ford, St-Hubert (grill), Danone Canada, Cordon bleu, Axa Insurances, Sico & Crown Diamond (paints), Iris, Koho, Jofa, Star Alliance, Quebec's Breakfast Club, Air Miles

Awards: 2003 — Crown Diamond, New York Festival, finalist. Koho, Toronto Festival, Gold; Conservation de la Nature, Toronto Festival, Gold and New York Festival, finalist; Crown Diamond, Coq (Quebec's Best) Silver and Cassies, certificate; SVTMe, New York Festival, finalist. 2002 — Breakfast Club, Coq, Silver; Jofa & Koho magazine ads, New York Festival, finalists and Moebius, finalists. 2001 — St-Hubert, Cassies, Silver

Misc. Lecturer at Université de Montréal to Advertising students.

11/98-02/2001 **Creative Director** Publicis-Törmä (Helsinki, Finland)

Main accounts: Silja Line (cruises), HK (food), Mazda automobiles, Telia (telecom), Frisco (soft drinks), Sinebrychoff (beer), Woodpecker Cider, Bol.com, etc.

Awards: 2000 — Veikkaus lottery, London Festival, finalist; Publicis self-promotion, New York Festival, finalist; Finnish Vegetable Board, Montreux Advertising Festival (Switzerland), finalist. 1999 — Silja line, Montreux Advertising Festival, finalist

Misc. Designed and launched a French-Finnish (FF) trade magazine

1996-1998 **Art Director** SVY&R (Montréal, Canada)

Main accounts: Culinar (cookies), Lipton soups, Domtar papers, Danone Canada, Dupont, Mikes (pizza restaurants), Canal D (TV station), etc.

Awards: 1999 — Whippet cookies, New York Festival, finalist and Gold in Marketing Efficiency category; Domtar brochure, New York Festival, finalist. 1998 — Lipton chicken noodle soup, Summit Awards (Portland, USA), Gold. 1997 — Whippet, Coq, (Quebec's Best), Gold ; AT&T Olympics, Extra (Canadian Newspapers' Best) Bronze

1995 **Art Director** Taxi advertising (Montréal, Canada)

Main accounts: Montreal Museum of Fine Arts, Tennis Canada, Metrobus, Watson's underwear, Belair Insurances, Zibra (type house)

Awards: 1996 — Watson's underwear, Bessies (Best Canadian TV), Silver and Mondial (World's best French language adv.), Bronze; Zibra, Coq (Quebec's Best), Gold and Mondial, Gold and Quebec's best magazine ad of the year

1992-95 **Art Director** Publicis BCP (Montréal, Canada)

Accounts: Molson O'Keefe beer, Centraide, Opera of Montreal, Interac Payment card, Dairy Bureau of Canada

Awards: 1995 — TVA against violence (TV station), Coq (Quebec's Best), Silver; Centraide, Coq, Bronze 1994 — Quebec's Paraplegics Association, Coq, Gold and Mondial, Gold and Studio Awards (Art Direction), Silver

1989-92 **Art Director** MGTB-Ayer (Paris, France)

Accounts: Crédit Lyonnais, Technics, Panasonic, Fichet (locks), Iberia, Seat automobiles

Awards: 1992 — "Promotion of Cinema" contest, Jury's award. 1991 — Fichet, Montreux Advertising Festival (Switzerland), Gold. 1990 — Fiatagri, Strategy Award, Paris

Managed various pan-European accounts involving international coordination

1989 **Art Director** DMB&B (Paris, France)

Accounts: Skittles candies, Mars, Blend-a-Myl

1987-89 **Art Director** SDBO /Publicis group (Paris, France) *Accounts:* NRJ Radio station, Renault dealers, SNCF magazine

1985-87 **Designer-Art Director** Allied International Design (Paris, France)
Graphic Designer / junior Art Director on B-to-B accounts, logos and print advertising

1984-85 **Assistant Art Director** Havas, Robert & Partners, Publi-Est Paris
Training period as Assistant Art Director in various companies

Studies

1981-84 École Supérieure d'Arts graphiques Estienne (Paris, France)
BTS and school diploma

1980 Université de Strasbourg, Arts Plastiques

1979 Baccalauréat C (Science-Maths)

Language skills

Fluent in French, English, Dutch, Spanish and Indonesian
Good knowledge of Finnish, Italian and German
Mandarin, advanced level (reading and writing)
Some Arabic

Art

Art exhibitions:

"Paisi. 湃思 Ombak-ombak ide" at Rumah Jawa gallery, Jakarta, Dec 2015 – Feb 2016.
"Thrills in Bali" at Duta Fine Arts foundation, Jakarta, April 2014.
"Paisi at Tugu" at Tugu Kunstkring Paleis, Jakarta, Sept 2013.
"Kompilation" at Koi Gallery Kemang, Jakarta, June 2013.
"Cul-de-sac" at Dialogue Gallery, Kemang, Jakarta, April 2013.
"Berkeliling-keliling" at Bridges, Ubud, Bali, July 2011
"Jets d'Ancre" at MAA, Montréal, Qc. Canada. Sept 2006
"Itinérance" at Lubu's Bistro, Montréal, Canada. Jan 2004

Illustrated books:

"Paisi in Bali" Hexart publishing, Jakarta, Nov 2015
"Death in Bali" Hexart publishing, Jakarta, Oct 2013
"Dou Fang Fei", Asia Mass Media publishing ltd, Hong Kong, March 2011
"Passeport pathogène" Hélotrope publishing, Canada, Oct 2007

Published materials:

Sebastian Gunawan 2014 collection, "Le cirque de Sebastian" Fashion book
DestinAsian Indonesia magazine (July 2013)
Qatari Diar international book, Qatar 2012
Linea Jakarta. Shop Mural 2012
Illustrations for Alila Villas Soori, Bali (Dec 2011)
Garuda Indonesia inflight magazine (Dec 2010)
Hello Bali magazine (monthly, since Oct 2010)

Awards:

"Life of Pi" Yann Martel, best Canadian illustration, World finalist 2006
"Passeport pathogène" André Marois, best book design Award, Applied Arts, 2008