

SERGÉY ULYANOV

CREATIVE LEAD / GROWTH MARKETING & APPLIED AI

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10+ years in advertising and entertainment. Develop campaign concepts, messaging, briefs and ad copy; lead designers, editors and agencies from idea to delivery. Produce static, video and paid-social assets, directing editing, pacing and music. Use audience insights, testing and AI-assisted workflows to improve creative. Build and test independent AI and learning prototypes.

TV / Connected TV (CTV) McDonald's · Coca-Cola · Volkswagen · Sony Music

Selected campaign and entertainment work



McDonald's / Paid social and video

Led ongoing product-launch and promotional creative: scripts, banners, social copy and voiceovers; multiple campaigns managed in parallel. McHappy Day's paid-social, website and CRM funnel: **200K registrations, \$230K+ donations and +20% YoY social audience.**



Volkswagen / Integrated campaigns

Led a creative pod and three production houses across TV, digital, OOH and social. Developed localized toolkits, key visuals, banners and radio scripts, including "Wow! Tiguan."



Paramount Pictures × Complex / Film-franchise key art

Film-franchise poster concepts; selected example: five SCREAM 7 visual directions, with one selected for the official Los Angeles Complex exhibition.

Selected US projects

SERGÉY STUDIO · May 2022–Present · Los Angeles

Independent Creative Marketing and AI Workflow Consultant



Universal Music Group / Interscope / elasticStage / NostalgiAI Recordz

Directed recurring release campaigns: artwork, prepress, launch content and Shopify workflows for NostalgiAI Recordz projects involving music partners; coordinated **500+ release/content assets.**



Cal Poly DxHub × AWS / Applied AI workflow project

Built a Python/FastAPI prototype turning EHS documents into training assignments and progress views; explored Amazon Bedrock at concept/prototype level.



LinkedIn / AI evaluation

Evaluate creative and multilingual AI responses and provide scored, actionable feedback.



Google / AI speech data via Cara Casting

Contribute Eastern European-accented English speech data for AI training.



Shopify / MageWorx

Delivered ad variations and Figma layouts clarifying app benefits.

International creative experience

SELECTED PROJECTS / EUROPE



Leo Burnett / Coca-Cola / Fanta / Animated campaigns

Developed concepts, scripts, key visuals and storyboards for animated Fanta campaigns, including the multi-video “Taste This Winter” series. Adapted creative for TV/CTV, digital and OOH. Key agency promotions achieved approximately **3× YoY engagement**.



BASF / Société Générale / Raiffeisen Bank

Rebranding and campaigns across TV, OOH and digital. Société Générale: **4× YoY digital conversions**.



UNICEF / Global Fund / Campaign and community content

Print, web and social campaigns; community outreach, youth initiatives and partner communications.



Sony Music-related entertainment / X-Factor / Unilever

Creative preparation with 2× GRAMMY-winning producer Walter Afanasieff; related releases: **100M+ streams**. Led trailers, key art and PR for Unilever’s “Together Apart,” presented in Cannes, and the later “Music Without Make-Up,” about t.A.T.u. and the “faux-lesbian” persona that reshaped Eastern European pop culture. Their “All the Things She Said” features in the Heated Rivalry soundtrack.



Horizon Capital-backed AURORA / 800+ retail locations

Built wartime anti-crisis strategy and promotional creative for the FMCG network, adapting campaign messaging and offers to stock availability.

Education and development

Santa Monica College — U.S. business communication and entrepreneurship coursework

Belarusian State Economic University — World Economy

Belarusian State University of Culture and Arts — Directing and Event Production

Tools and working methods

Design and editing. Figma, Photoshop, Illustrator; Premiere Pro, After Effects, CapCut. Motion graphics, typography and brand guidelines.

AI and production. Figma Weave for image/video exploration and variations; Firefly, Midjourney, Runway, Veo, ChatGPT, Claude. Reusable Figma templates, asset QA and handoffs.

Performance. Paid social and user acquisition; A/B testing, CTR and conversion analysis; creative revisions informed by CPA/ROAS goals. GA4, GTM, Looker Studio, Google Ads, DV360.

Fun Facts

- Trilingual: Russian, Belarusian and Ukrainian — trained Ericsson’s AI to speak Belarusian.
- I know the price of human rights — 11 years in LGBTQ+ advocacy and public immigrant storytelling.
- Spiritual explorer and psychology enthusiast; Burning Man attendee with a taste for sunrise runs, skydiving and snowboarding.
- Strategist by day; singer, songwriter and DJ by night — yes, holiday party entertainment is covered.