

ROMAN BRANT

BRAND & CREATIVE DIRECTOR

hello@romanbrant.com / +351 967 633 065 / romanbrant.com

Relocating to Auckland, New Zealand. Self-funded relocation; employer visa support required.

PROFILE

I work at the intersection of creative, brand and product - from figuring out what needs to be done to actually getting it built.

Brand & Creative Director with 20+ years of experience across brand strategy, creative direction, product development, advertising and business building.

I have led 250+ projects across real estate, automotive, luxury, consumer, technology, healthcare and sport. My experience spans founder-led ventures and lean senior teams through to multidisciplinary productions involving 120+ people. Most effective in launches, repositioning, market entry and brand transformation.

250+

Projects across industries

#1

Prime Park premium residential launch in Moscow

~20%

Estimated Camera People market share

5 to 120+

Senior core team to full production

CORE EXPERTISE

Creative direction · Brand strategy & positioning · Product thinking & launches · Campaign development · Customer experience · Creative leadership & team building · Strategic problem solving · Stakeholder management · Service design · Production leadership · AI-enabled creative production

EXPERIENCE

Packyou

Founder & Creative Director / 2015 - Present

Founded and led a boutique creative agency working across brand strategy, advertising, film, CGI, digital and integrated campaigns.

- Delivered 250+ projects across real estate, automotive, luxury, consumer, industrial and technology sectors.
- Clients include Capital Group, MR Group, Optima Development, HUTTON, Rosenergoatom, BVLGARI and VOLGA.
- Led a core senior team of five, scaling multidisciplinary teams to 120+ people when required.
- Personally led client discovery, strategy, creative development, pitching, creative direction and final quality.

Capital Group / Multi-project brand & creative partnership

Led strategy, concepts, campaigns and high-end film production across developments and corporate communications. Created and led a corporate image campaign built around five advertising films, combining location shoots, studio production, virtual production and extensive post-production. Repositioned and refreshed the OKO skyscraper brand: visual identity, creative campaign, digital experience and rollout across media screens and outdoor communications. Contributed to selected work for Badaevsky and other developments.

Prime Park / Optima Development / Brand launch

Led creative work across brand packaging, launch campaign, commercial film and documentary content. Within its first year on the market, Prime Park became Moscow's #1 selling premium residential project, capturing 17.4% of registered premium and luxury transactions and approximately US\$125M in sales. The project later received multiple International Property Awards, including Best High-Rise Marketing.

Mantera Residence / Creative campaign

Created and led a launch campaign built around a cinematic trailer for a fictional film. The idea expanded across cinema and outdoor advertising, generated organic social attention and received 1st Place at the WOW Awards.

VOLGA / Automotive launch

Delivered a launch film within a three-week schedule, combining AI workflows, compositing and advanced post-production with a small team. Personally handled a significant part of the final execution.

Selected US-focused ventures

Creative Director / Managing Partner / 2024 - Present

Working hands-on with founders across a small portfolio of early-stage US ventures in fashion, healthcare and SportTech. Scope spans brand, product, creative direction, positioning, go-to-market strategy, partnerships, investor materials and vendors.

Crooked Mouth / Brand, product & creative direction

Helped build an emerging mouthwear brand at the intersection of fashion, dental culture and self-expression. Lead brand development, positioning, creative direction and marketing strategy. Built the brand platform around an emerging product category rather than conventional grillz positioning. Generated millions of views through creator and cultural traction. Presented the brand at ComplexCon, with organic adoption by North West, Sukiibaby, Molly Santana and other early adopters; coverage and mentions from Dazed and Complex. Recommended against an approximately US\$100K Rolling Loud activation, shifting focus toward rebuilding the brand and product proposition.

MouthRover / Brand & product development

Brand and product development for a private premium mobile dental service based in Los Angeles. Working across product packaging, positioning, customer experience, creative direction and investor-facing materials.

XEUS / Brand & marketing development

Working across positioning, promotion and creative communications for a SportTech performance mouthpiece venture. The product has been used by elite professional athletes including heavyweight boxer Deontay Wilder.

Camera People

Co-Founder & Brand Director / 2018 - 2024

Co-founded and helped build a photo and video equipment rental and production-services business in one of Moscow's most competitive creative markets. Grew from a 50 m² startup location into a 350 m² operation: 16 employees, approximately 5,000 customers, approximately 20% estimated market share and approximately €500K equipment inventory.

- Led brand, marketing, partnerships, customer experience and product development.
- Built the brand and tone of voice around service, community and strong differentiation.
- Developed an automated referral system generating recurring customer acquisition.
- Launched equipment pre-setup, production backup zones and digital pre-light facilities.
- Co-developed CRM, workflow automation, quality-control, training and internal knowledge systems.
- Used NPS, reviews and customer feedback to improve product and service. Growth came through brand, service, technology and customer experience rather than price competition.

SELECTED RECOGNITION

International Property Awards

Best High-Rise Marketing - Prime Park / Optima Development

WOW Awards

1st Place - Mantera Residence

Recognition awarded to client projects for creative and campaign work delivered by Packyou.

EARLIER CAREER

Commercial film & advertising

Director of Photography > Director > Producer / 2009 - 2015

Directed and produced advertising and branded content after beginning in cinematography, building a hands-on foundation in commercial film, storytelling and post-production.

Television

Author / Creative Producer / 2005 - 2009

Developed television formats, show concepts, visual packaging and branded integrations.

HANDS-ON BACKGROUND

Adobe After Effects, Premiere Pro, Audition, motion design, editing, sound design, visual design and AI creative and production tools. Hands-on background across film, post-production, motion and audio. Musical education and experience in music production and performance.

EDUCATION

Saratov State Technical University

Specialist Degree - Advertising. Five-year higher education programme.

Additional qualification

Multimedia Technologies

LANGUAGES

English - Professional working proficiency · Russian - Native