



Johan Minnebo  
**.Com**



1991 Born.

1995 Got my first box of Lego for Christmas.

1996 Earliest memory. Stepped on a Lego brick.

1997 Graduated from St. Josephs kindergarten.

1998 Joined the boyscouts.

2003 Completed primary education at 'The Rainbow'.

2005 Designed my J logo.

2005 Started babysitting career.

2006 Named most popular babysitter in the area.

2006 Became Licenced summercamp animator.

2007 Left 'Greenwoods' Middle school with honors. (Math&Sciences)

2009 Royal Atheneum graduation. (Behavioral & Cultural Sciences)

2009 Graduation with highest honors DKO. (Visual arts Digital)

2010 Became boyscout chief.

2010 Became lead designer at the Southern Antwerp Boyscout organization.

2011 Took part in Integrated™ Art & Design Conference.

2010 Accepted at St-Lucas University College of Art & Design Antwerp.

2010 Joined the KdG student board as representative for the AD department.

2012 Got my summercamp 'Head Animator' -licence.

2012 Took part in TEDx Flanders Congress 'Introspection'.

2012 Met Suzanne Lee and 2 Ecover R&D scientists during lunch. Learned about growing clothes from bacteria.

2012 Became Scouting Alumnus.

2012 Candidate for The Farm. (BBDO)

2013 Decided to call myself freelance graphic designer.

2013 Received my academic bachelors degree in Graphic Design and Visual Arts

(advertising grade) at St-Lucas University College for Art& Design Antwerp.

Aug 2013 Was Selected for the new 'Jongbloed!' team by the Royal Fine Arts Museum.

Sep 2013 Started working for the Royal Fine Arts Museum in Antwerp.

Sep 2013 Internship at Mortierbrigade. A dream came true.

Sep 2013 Learned to appreciate soaps and soccer, with a little help from my colleagues.

Sep 2013 Met my inner (copy)writer and 'grammar nazi'.

Oct 2013 Read life changing books: 'Advertising for people who don't like advertising' and

'Thinking fast and slow' on the train rides back home.

Oct 2013 Took part in Integrated™ Conference.

Nov 2013 Job offer at Mortierbrigade.

Nov 2013 Had to turn them down (to get my masters degree).

Nov 2013 Gave inspirational speech for 200 bachelor students about my internship.

Dec 2013 Started masters project: 'designing happiness'.

Jan 2014 Returned part-time to Mortierbrigade.

Feb 2014 Curated and designed exposition Duo's 2 For the Royal Fine Arts Museum.

Feb 2014 Masterclass 'Europe Appeal' by artist Jeremiah Day.



Mar 2013 Masterclass 'The Embarrassment Show' by KesselsKramer.

May 2013 Guest jury member at AP College Antwerp. (Ba2 Communication Management)

May 2014 Left Mortierbrigade. (to finish graduation project)

Jun 2014 high grades for all courses, internships & masterclasses but 'invited to remake my graduation project'.

Sep 2014 Got selected for the post-graduate program of the Belgian Ad School.

Sep 2014 "Introduce yourself using an object." I took a sticky Playboy to tell a most intimate story.

Sep 2014 Our team won the first pitch! We made classical music as cool as ice skating & ballroom dancing.

Oct 2014 Took classes from Google, Facebook and Sony.

Oct 2014 Pitched for Insites Consulting. First time market research.

Oct 2014 Entered a hackathon on the future of banking.

Nov 2014 Gave a class on brainstorming at the Belgian Ad School.

Nov 2014 Shook hands with Guy Kawasaki. The poor man didn't know what happened.

Nov 2014 Was apparently photographed A LOT at Creativity World Forum.

Nov 2014 Made the first ever 'museum escape room' with our Jongbloed team.

Nov 2014 Learned 'HyperIsland Brainstorming Techniques'.

Nov 2014 Practiced those techniques for VRT Startup And VRT Innovation department.

Nov 2014 Volunteered to teach the basics of communication at TADA (Future Atelier Del Avenir Sint-Joost).

Nov 2014 Pitched for a major Belgian beer brand. Success.

Nov 2014 Made client extatic by animating his logo slaughtering his competitors.

Dec 2014 Got a 6-month internship at Sue Amsterdam.

Dec 2014 Read more lifechanging books such as Switch, Goodvertising and Decoded.

Dec 2014 Became member of 'Jonge Honden.'

Wrote the winning strategy for the Videoland Pitch. A story of how the local videostores can take on Netflix.

Pulled an all-nighter for the Aids Fund. Never felt more alive.

Snuck into a party at Wieden+Kennedy.

Worked on my first personal Start-up concept.

Left Sue under 'problematic circumstances'.

Belgian PortfolioNight. nice talks with Duval Guillaume, Boondoggle, Mortierbrigade, 20Something & DarwIn.

Meeting with LEMZ (the people behind the Sweetie case.) Think I made some friends.

Went to Duval Guillaume for the remainder of my six months.

Teamed up with Copywriting veteran. Honored.

Showed my portfolio to Wieden+Kennedy, 72AndSunny, AKQA, Achtung and Anomaly -recruiters in Amsterdam.

Coached a class at AP College Antwerp.

Started a pop-up agency called Swiped with classmates.

Our agency caught the attention of the press.

Did print work for Soudal.

Found out companies pay more for consultancy than actual work.

Did a whole campaign with almost no budget for the Operahouse.

Won the Golden Schnauzer Award with partner Maarten Everaerts.

Celebrated the success of Swiped.

Graduated with honors.



Was one of five Belgians Invited at European Innovation Academy.

Joined a startup called Gleat.

Sacrificed sleep, comfort, dignity to make it.

Dined ourselves to the top with coaches, mentors and speakers.

Our team won the design Hackathon.

We got on stage in front of +600 people.

Met some enigeers, started a micro-project called Handshake.

Pitched said project to LinkedIn and Facebook representatives.

We won the Novak Druce Innovation Award (worth \$30.000) for our startup Gleat™.

Celebrated at a beachclub in Cannes. Sunburn. Orange like a carrot.

Gleat™ moves to London.

I return to Belgium.

Confronting interview at DDB.

Became freelance copywriter/creative.

Survived "extreme conditions pitching training" in Budapest.

Made some lifelong world-saving engineer-friends in Budapest.

Worked for Netflix on several projects.

Pitched on Axe.

Not won.



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Education

European Innovation Academy

- Teamwork
- Team formation
- App design
- Marketing research
- Marketing Strategy
- Social Strategy
- Pitching
- Keynote building
- Legal Coarses
- Business Canvas
- Financial Planning
- Fashion Class
- Hackathon

Belgian Ad School

- Pitching to clients (6 prepared, 2 done (both won))
- Several strategic methods (theories)
- Scrum, lean & agile Start-up methods
- HyperIsland Brainstorming techniques
- Broader teamwork
- Team theory

St-Lucas Uni, College A&D

- Traditional media + guerrilla
- 4 years of intensive Art theory and academic research
- Beyond the promise problem solving & admiring Cannes
- Photography + sketching + painting + Adobe
- Silkscreen, Typography, Magazine making, ...
- Lateral thinking
- 4 years of philosophy (activism)
- Communication & Pop Culture theory
- Traditional marketing basics
- Analyzing language
- Failure as an art form
- Masters project: Designing Happiness



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**Working Experience**

Mortierbrigade	<ul style="list-style-type: none"><li>Crisis communication management (Copywriting)</li><li>Writing radio-ads (Flemish)</li><li>Writing tv copy</li><li>Guerrilla, stunts, PR (digital, traditional, public space)</li><li>Global pitching (won)</li><li>Visual research &amp; directing designers</li><li>Pulling all-nighter</li><li>Writing Adwords copy, banner copy, DM's, ...</li><li>Inventing, researching gadgets</li><li>Creative team-work</li><li>Service Design (creative)</li></ul>
Sue Amsterdam	<ul style="list-style-type: none"><li>Writing tv-scripts</li><li>Finding BIG ideas (small hooks)</li><li>Service Design (traditional &amp; creative)</li><li>Designing websites (UX, CMS, Photoshop)</li><li>Finding, perfecting brand-storytelling, TOV</li><li>Ideation, finding inspirational cases, examples, artists, ...</li><li>Guerrilla, stunts, PR (digital, traditional, public space)</li><li>Pulling all-nighter</li><li>Campaignbook Design, writing manifestos &amp; rationales</li><li>Pitching for AOR (won, I helped write the strategy)</li><li>Broader teamwork</li></ul>
DuvalGuillaume	<ul style="list-style-type: none"><li>Social Formats</li><li>Copywriting for radio</li><li>Concept for stunt</li><li>UX expert review</li><li>Event planning</li></ul>
Freelance	<ul style="list-style-type: none"><li>Activation</li><li>Sampling</li><li>Banners</li><li>Longcopy</li><li>Copywriting</li></ul>