

CAN KARAHAN

CREATIVE DIRECTOR / CAMPAIGN SYSTEMS / FILM / BRAND

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01 PROFILE

Creative director working across campaign systems, visual identity, film and digital execution. I lead the creative line from concept through production and delivery, assembling the right crew around each scope while keeping one point of responsibility.

With a German-Turkish background and roots across Kassel, Berlin and Istanbul, I work fluently across culture, brand and production. Since 2022, I have contributed to more than 200 projects for brands, companies and artists. Productions involving my work have generated more than 500 million views.

200+ PROJECTS DELIVERED SINCE 2022	500M+ VIEWS ON PRODUCTIONS CONTRIBUTED TO	12 months CONTINUOUS VISUAL RESPONSIBILITY FOR MERO	EU-wide SPRITE SOCIAL CAMPAIGN ACROSS MARKETS
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02 EXPERIENCE

FEB 2024 - PRESENT

INDEPENDENT CREATIVE DIRECTOR

Self-employed

- Creative direction for campaigns, visual identities, music and brand films - from concept and treatment through production, post and rollout.
- Twelve-month visual campaign system for MERO across releases, brand partnerships and social assets.
- Applied AI in previsualisation, look development, generative sequences and post-production.

FEB 2022 - FEB 2024

HEAD OF PRODUCTION / CREATIVE DIRECTOR

AD3 Media GmbH

- Creative and production leadership with a focus on music video, UGC and creator campaigns.
- Campaign work for Schwarzkopf, Mercedes-Benz, gocomo and Guhl.

2020 - 2022

GRAPHIC DESIGN / WEB

Freelance

- Corporate design, key visuals and websites for independent businesses and brands.

SELECTED WORK

Creative leadership, film and campaign work across institutions, artists and internationally recognised brands.



01 / 2026 / TFF / MERO X MURDA

Adımız Türkiye

ROLE Concept / On-site coordination / Edit / VFX
Official World Cup song



02 / 2025-2026 / MERO

Full Visual Campaign

ROLE Creative Direction / Campaign leadership
12 months of visual responsibility



03 / 2024 / WB GAMES

The Transformation

ROLE Concept / Production / Artist Relations / Edit
German campaign trailer



04 / SPRITE EUROPE

Europe-wide Social Campaign

ROLE Concept / Creative Direction / Edit
Europe-wide rollout



05 / MENTOS

Avemoves x Mentos

ROLE Concept / Creative Direction
TikTok brand content



06 / GILLETTE / P&G

Für das Beste im Mann

ROLE Edit
National campaign / W&V coverage

CAPABILITIES & TOOLKIT

A single creative line from direction through delivery - with specialists joining according to scope.

01

Creative Direction & Campaign Systems

Positioning, central idea, treatment, visual grammar, rollout and approvals that keep every asset connected.

02

Brand Identity & Visual Language

Identity systems, key visuals, artwork and digital brand expression for companies, teams and artists.

03

Film & Content Production

Concept, direction, production, set leadership, edit, VFX and channel-specific delivery versions.

04

Digital & Applied AI

Web and brand experiences, previsualisation, generative workflows and applied AI.

05

PRODUCTION TOOLKIT

PRODUCTION & POST

Premiere Pro	Edit, grading, delivery
After Effects	Motion, VFX, compositing
Photoshop / Illustrator	Key visuals, identity, artwork
InDesign	Treatments, decks, pitches
On set	Direction, coordination, production leadership

APPLIED AI

Higgsfield / Cinema Studio	Previs and camera concepts
Kling / Seedance	Generative motion
Topaz	Upscale, denoise, interpolation
OpenAI / Claude	Concepts, treatments, scripts, workflows
ElevenLabs	Voice-over, dubbing, language versions

06

EDUCATION

2019 - 2024

DESIGN AND PROJECT MANAGEMENT

South Westphalia University of Applied Sciences, Soest

07

SELECTED CLIENTS & LANGUAGES

Sprite / Mentos / Gillette / P&G / Nike / WB Games / TFF / Mercedes-Benz / Schwarzkopf / BestSecret / MERO / AYLIVA / Shindy / SSIO

GERMAN / TURKISH / ENGLISH

AVAILABLE FOR SELECTED PROJECTS

Let us discuss the right scope.

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