

MUTAUROWA MAPONDERA Brooklyn, New York

A storyteller that explores intimacy with analogue tools and emerging technologies.
A multifaceted creative in a flat world, let me help your clients find dimensions they didn't know they had.

CONTACT:

Portfolio: <http://work.mutaurwa.com>
Email: mutaurwa@gmail.com
Instagram: <http://instagram.com/mutaurwa>
LinkedIn: <http://linkedin.com/in/mutaurwa>

RECENT EXPERIENCE:

Meta, Creative X

Copywriter

Brooklyn, New York, USA

November 2020 - February 2023

Writing at Meta for several brands within the family of apps including Facebook and Messenger. Launched Messenger's first brand campaign, the award-winning "That Close." Lead a redesign of the official Facebook blog to launch the Community Chats product through an editorial shot by photographer Andre Perry. Wrote strategic messaging for the launch of Community Chats as well as the upcoming launch of messaging in the Metaverse. Concepted and pitched ideas for the future of marketing in product for Facebook and Instagram apps.

Freelance Creative, Photographer, Filmmaker

Brooklyn, New York, USA

May 2019 - Present

Freelancing as a creative and living off the strength of my strength of my talent and versatility. During this weird and chaotic time I've taken a lot of photos, helped Xfinity Retail concept for the 2020 Olympics, developed a short film about dance and mortality, developed a feature film about an iconoclastic Broadway playwright, developed a photography practice at <http://photo.mutaurwa.com>

Google Creative Lab

Creative

New York, New York, USA

January 2018 - May 2019

Creative lead on *Body, Movement, Language*, an AI experiment that I pitched internally to showcase the creative possibilities of the PoseNet machine learning library. Lead a small team creating a suite of ai-based movement experiments in collaboration with the legendary Bill T. Jones.

OTHER EXPERIENCE:

AKQA

Project Manager, Nike

New York, New York, USA

June 2016 - December 2017

Wieden+Kennedy

Interactive Producer

New York, New York, USA

March 2013 - May 2016

ASICS Europe BV

Digital Marketing Coordinator

Hoofddorp, Netherlands

May 2010 - March 2013

pLot Multimedia Developers

Producer

New York, New York, USA

June 2008 - May 2010

EDUCATION:

UNIVERSITY OF NORTH CAROLINA at CHAPEL HILL

Bachelor of Arts, International Studies

Chapel Hill, North Carolina, USA

2004-2007

UNIVERSITY OF HAVANA

International Relations

Havana, Cuba

2007

CERTIFICATIONS:

ONE SCHOOL

Intensive, Advertising

Brooklyn, New York, USA

2020

SACKETT ST. WRITERS

Workshop, Creative Non-Fiction

Brooklyn, New York, USA

2017

SCRUM ALLIANCE

Certification, ScrumMaster

New York, New York, USA

2016

GENERAL ASSEMBLY

Certification, Product Development

New York, New York, USA

2014