



THORBJØRN BUST FESSEL



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PROFILE

I'm a multi-creative storyteller & a visual communicator. Colleagues call me a hybrid.

Film, motion graphics, photography & communications is my area of expertise.

The task of finding the great emotional story as well as the best and most agile way to tell it is where I thrive the most.

I'm the team player who loves the game and passes the ball when needed, but won't take my eyes off the ball until the goal is scored.

I'm a "digi-wiz" who have been immersed into computers my whole life. I love exploring software to discover new tools I can use in my creativity.

I am a problem solver who always finds a way to fix any problem, whether it's analog or digital. My creative mindset combined with my eye for details help me solving issues, even the tough ones.

I often use my sense of humor as a tool of creativity, and I believe that it is in the momentarily and authentic burst of humor, we often find the most original and simplest of ideas.



PERSONAL DATA

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EXPERIENCE

ADNUVO - CREATIVE DIGITAL AGENCY

FILM PRODUCTION LEAD | MOTION GRAPHICS LEAD | MUSIC PRODUCTION
| ART DIRECTION | CONCEPT DEVELOPMENT | PHOTOGRAPHY & RETOUCH
MARCH 2019 - CURRENT

• DANEROLLES

- Writer, co-director, director of photography and editor on 4 seasonal hero films with various social cutdowns. Launching in the Nordic countries 2021/2022.

• PUCK ARABIA

- Lead Film Editor, Motion Graphic Designer, Still Photographer & Music Composer on set in Dubai March 2020. Final delivery over 640 creative assets as part of a huge digital marketing strategy.

• ARLA

- Sustainability campaign 2019: Full take-over of Nørreport st. with print and digital. Produced all film, photos and motion graphics for the project - incl. SoMe assets & Online TV commercials.
- China traceability project: Produced the case film and motion graphics for Arla's CEO Peder Tuborgh.
- Photographed and produced Arla Milk "24" milk carton 2020
- Produced the big truck design and photo for Arla's new 100% Bio-gas trucks which are currently seen around Copenhagen.
- Produced over 100 digital ads for Arla's SoMe channels & TV bumpers.

• ALK

- Part of the concept & direction team for Klarify's new brand platform "**Unleash Your Full Potential**" My responsibilities was Director of Photography, drone photographer and co-director of the Hero film and producer of various SoMe cutdowns.
- Produced App Store and Google Play film and adds for their app Klarify, including the film recordings and motion graphics.
- Produced Klarify.me hero consumer film & many SoMe cutdowns.
- Pack shots of their product series.
- Developed creative concepts for marketing campaigns.

• GRUNDFOS

- Filmed and produced internal film of the "Time to Pioneer" summit in Copenhagen 2019, with a very happy client after final delivery.

• COLOPLAST

- Filmed and produced internal film for a new and important product.
- Filmed & produced two hero films for a new product line launching 2022

• HAVNEHOLMEN - ÅRHUS

- Lead film production & direction.
- Produced all SoMe films & Motion Graphics & still photography.

FREELANCE WORK

GREENMIND A/S

MARKETING DEPT. | JAN 2019 - CURRENT

- Filmed & Produced two hero films (2019+2020) with various SoMe cutdowns. The 2019 edition made it 4 months as a cinema commercial in Danish theaters.
I also wrote and recorded the piano music for the film.
- Brand consultancy for their transformation from iRep.dk to Greenmind.dk

KØBENHAVNS KOMMUNE

COMMUNICATION DEPARTMENT | JUN 2017 - DEC 2020

Part of a team developing visual concept for the digital campaigns:

- "Anti-Pickpockets".
- Concept development & production as director, cinematographer & post-process editor.
- Filmed and produced burglary awareness campaign "Securing Homes Against Theft" with Københavns Politi.
- Produced the film of the new Papirøen "Christiansholm" for Nordea Fonden and Københavns Kommune incl. interviews with the architects and stakeholders.

CARLSBERG, TUBORG & SOMERBY CIDER

INHOUSE NEWS BUREAU | AUG 2015 - AUG 2018

Part of campaigns e.g. "If Carlsberg did Reindeer", "EURO 2016" "Carlsberg Movember" with the following responsibilities:

- Key asset of the creative team as concept & visual developer for the digital campaign.
- Coordinated and managed the pre-production, locations, gears and assistants.
- Executed and produced the concepts on location and in studio.
- Produced some of the visual content for Somersby Cider with the agency 'Robert/Boisen & Like-minded' for the brand identity with the characters known from the Somersby TVC.

MUSIC COMPOSER, PRODUCER & SOUND ENGINEER

COMMERCIAL PRODUCTIONS | JUN 2015 - CURRENT

- Remix of title music for "Atcore" film production.
- Music Creative Lead at ADNVO:
 - Voice recording, stock music remix and finalization of audio.
 - Recording of sound FX on film set for use in productions.

EDUCATION

BA VISUAL COMMUNICATION WITH MAJOR IN PHOTOGRAPHIC COMMUNICATIONS

DANISH SCHOOL OF MEDIA AND JOURNALISM | 2012 - 2015

CORPORATE BRANDING, COMMUNICATION, VISUAL IDENTITY, IDEA GENERATION & INNOVATION.

COMMERCIAL PHOTOGRAPHY & FILM PRODUCTION

- *Moving images:* storyboard, storytelling, sound and music editing, software, production flow, documentary.
- *Still photography:* genres, advanced lighting, photo editing.
- Directing models, software, graphic rhetoric, post-process.
- *Example of film projects:* Coca Cola commercial and the documentary "Det Grønne Klistermærke" (documentary currently used by "Hjerneforeningen" and "Foreningen for Hjerneskadede").

COMMUNICATION

- *Marketing:* target group theory & recipient oriented communication, strategic planning of visual identity, analysis of existing market, media applications, idea generation & concept development, understanding of images, styles & genres within advertising, social media formats & strategy.
- Entrepreneurship and development of innovative concepts.
- Insight into the potential and correct use of different media (including ambient media).

VOLUNTARY WORK

"HELP PORTRAIT"

COPENHAGEN | CHRISTMAS 2013

- Provided vulnerable families with free portraits and prints for Christmas.
- Gave me the opportunity to bring joy, smiles and savable memories to families while doing what I love.

FAVORITE QUOTE

"The shortest distance between
two people is a smile"
-Victor Borge

FUN FACTS



I'm producing electronic music on a professional level with great joy and fiery creativity.



As a little boy I wanted to be an Astronaut.



I play basketball two times a week at Ørstad Silverbacks basket club.



I love exploring mountains as much as I love swimming and free-diving. Often with my cameras and drones at my side.



I love using humor and see people laugh and have a good time.

PLEXUS KBH

RED CROSS YOUTH | CHRISTMAS 2019-CURRENT

- Helping to provide and maintain a free and safe house for vulnerable young people of Copenhagen for them to meet and socialize. The users are called "Plexers" and most of them are diagnosed young people with social disabilities. The initiative is helping to reduce the rising amount of lonely young people in our society.



AWARDS & RESULTS

POPULAR PHOTO MAGAZINE

INTERNATIONAL PHOTO CONTEST | USA MAY 2016

- Won 1'st prize in major photo contest "Flowering Trees" and published in more than 500.000 printed copies world wide.

ALT FOR DAMERNE MAGAZINE

FEATURED | COPENHAGEN 2015

- Published in print midsection with 3 pages of wedding photography.

COPENHAGEN PHOTO FESTIVAL

FEATURED | COPENHAGEN

- Featured in exhibition at Carlsberg City, Oct 2014.
- Featured in primary exhibition at Roskilde Rock Museum 'Ragnarock' and in the exhibition photo book, Oct 2016.

KAMERAHUSET

PUBLIC PHOTO CONTEST | COPENHAGEN OCT 2013

- Won 1'st prize in spring themed photo contest.

FRIVILLIG FESTIVAL

POSTER DESIGN CONTEST | COPENHAGEN OCT 2009

- Won 1'st prize in poster design competition for Copenhagen Voluntary Festival.

CANON MISSIONEN

CANON EUROPEAN PHOTO CONTEST | APR - AUG 2008

- Won 1'st prize in the Danish portrait category with my Cuban portrait "Son of Cienfuegos II".



IT SKILLS

ADOBE CREATIVE SUITE

- Photoshop (pro level)
- Adobe Lightroom (pro level)
- Illustrator (experienced level)
- Premiere Pro (pro level)
- After Effects (pro level)

OTHER

- Final Cut Pro (pro level)
- Davinci Resolve (pro level)
- Blender 3D (novice level)
- Ableton Live (digital audio workstation) (pro level)



LANGUAGES

DANISH
MOTHER TONGUE

ENGLISH
PROFESSIONAL PROFICIENCY