

Raphael Kanopf

CREATIVE DIRECTOR | BRAND MANAGER |
MARKETING STRATEGIST

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PROFESSIONAL SUMMARY

Creative Director and Brand Strategist with over seven years of experience building, growing, and repositioning brands through high-impact visual storytelling and communication systems. Founder of two businesses spanning creative production and automation. I combine creative intuition with commercial thinking and high-pressure problem solving. I thrive in fast-paced, collaborative environments where ownership and execution are paramount.

FOUNDER & CREATIVE DIRECTOR | THE BRIEF STORE

2022 – Present | Auckland, NZ Creative agency focused on brand storytelling and social media-driven growth.

- Directed and produced high-volume short-form and long-form content.
- Developed brand positioning and communication strategies for diverse NZ clients.
- Built and managed creative teams and contractors to deliver on client expectations.
- Achievement: Scaled the agency to serve multiple industries, significantly increasing client engagement and conversions through organic reach.

FOUNDER | BRIEF AUTOMATIONS

2024 – Present | Auckland, NZ Automation and advertising business focusing on AI-driven workflows and performance marketing.

- Designed and implemented automated client acquisition and response systems.
- Managed Meta and Google advertising campaigns to drive ROI.
- Built sophisticated automation workflows using Make and n8n.

FREELANCE PHOTOGRAPHER & VIDEOGRAPHER

2020 – 2022 | Auckland, NZ Independent creative services across high-end commercial and private sectors.

- Delivered professional photo/video for real estate, commercial portraits, and events.
- Assisted at White Studios on high-end commercial production sets.

CORE SKILLS

CREATIVE & PRODUCTION:

Videography, Photography, Directing, Editing, Storytelling, Visual Identity Development.

STRATEGY & GROWTH:

Brand Positioning, Social Media Growth, Organic Content Systems, Performance Analytics.

BUSINESS & SALES:

Client Acquisition Systems, Sales Closing, Negotiation, Commercial Strategy.

SELECTED HIGHLIGHTS

ENDURANCE & IMPACT:

Completed a 6,750 km cycling journey, completing a full circumnavigation of New Zealand NZ in 83 days to raise awareness for men's mental health.

GROWTH:

Built multiple social media accounts from zero to significant organic reach.

ENTREPRENEURSHIP:

Successfully founded and scaled two businesses in the creative and tech sectors.