

Valur Arnarson



Creative Director

turned Marketing Strategist & AI Director



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Work/webpage

Beardedbee.com*



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+354-898-2587

*Update in progress

I help organizations transform ideas into brands, products and AI-powered ways of working.

My background in creative direction taught me how to frame problems, shape ideas and lead multidisciplinary teams. Today I apply creative leadership, marketing strategy and AI to turn ideas into measurable business outcomes.



Skills & Advantages



Education

BFA

Advertising

Academy of Art University

San Francisco

2003 - 2007

Emphasis on the processes within the advertising industry from A to Z. Main: Integrated Marketing Campaign, idea work, text, design, product development, marketing research, marketing studies, project management, business proposals, networking, team projects and presentations.

Additional: Photography, photo editing, directing, publishing timelines, salesmanship and public relations. Television, radio, print, internet, social media, guerilla, event planning, booking advertisements and commercials and talent scouting.

Awards: Clio Advertising Award and International ANDY Award.

Vífirfell

Sales and marketing Reykjavik 2008 - 2011

Account Manager responsible for managing relationships with advertising agencies and clients, ensuring brand consistency, overseeing branded products and visual materials, and supporting product development, design, and broader marketing initiatives.

EnnEmm

Íslenska
Advertising Firm

Copywriter and concept developer Reykjavik

2011 - 2012

2015 - 2016

Copywriter and designer responsible for developing creative concepts, producing client-facing content and visual materials, acquiring new business, and delivering presentations to prospective clients.

2016

Curron Ltd.

2026

Marketing and product development

Led marketing and product-development initiatives for Curron's products in local and international markets. Developed brand strategy, visual identity, product messaging and bilingual copywriting in Icelandic & English. Created marketing materials across digital, print, video, sales collateral, event stands, presentations, and customer communications. Managed product branding and delivered company announcements, campaigns, and promotional presentations. Contributed to the development of Curron's product portfolio, with primary responsibility for CareOn and CareOn Family. Focused on functionality, updates, visual design, and overall user experience.

2012

Expo/Vert

2015

Creative Director & Project Manager

Developed marketing and campaign proposals for clients while managing designers and creative teams. Led projects from initial concept through delivery, collaborating closely with business partners to produce campaigns, client presentations, and practical delivery plans.

Key experience: Copywriting; marketing and advertising proposals; public relations; product development; event planning; client presentations; account management; new-business development; TV and radio direction; guerilla marketing; social media; publications; and art direction.

*BBDO West - Art Director - San Francisco 2007-2008



My Professional Self

Creative and versatile marketing professional with a collaborative leadership style and a strong track record of moving projects from concept to completion. Known for solving problems, managing competing priorities, and delivering high-quality work under pressure.

Brings a practical, detail-oriented approach to creative development, combining strategic thinking with strong execution. Creates positive, collaborative working environments and helps teams develop ideas into effective campaigns, products, and client solutions. Experienced in building strong client relationships, presenting ideas clearly, and developing marketing content in both Icelandic and English.



Knowledge & Abilities

On a professional note:

Idea work
Copywriting
Design
Presentation
Project Management
Marketing
Advertising
Human-AI Collaboration

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On a programming note:

Microsoft Office
Claude/Chat gpt
Adobe Creative Cloud

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On a personal note:

English/Icelandic
Communication skills
Resourcefulness
Quick to learn
Collaborating
Work intelligence
Event planning
Product Development

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Recommendations*

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