


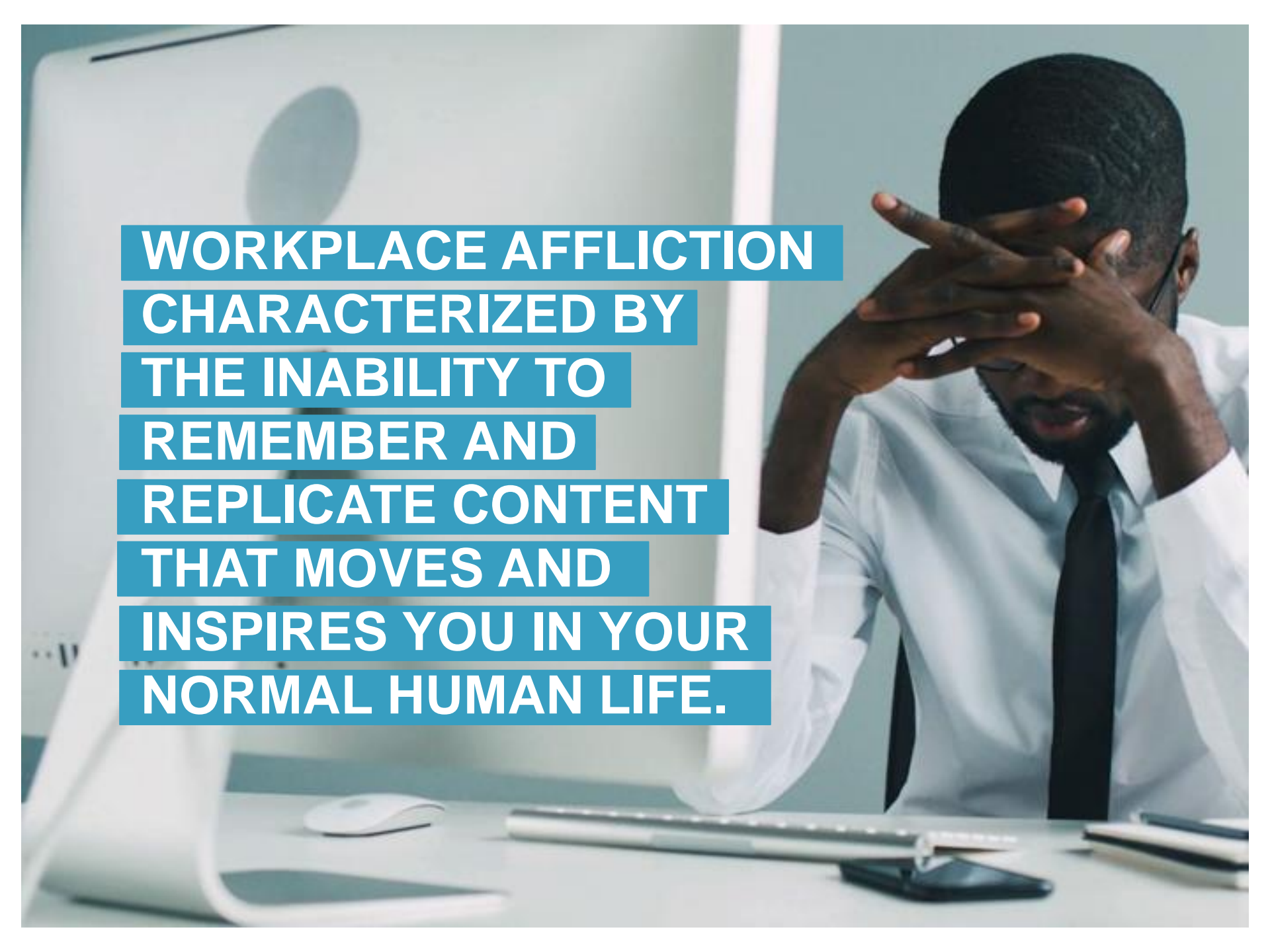
AN HONEST CONVERSATION ABOUT C.R.A.P.

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DIRECTOR OF MARKETING STRATEGY
+ ADVERTISING + DIGITAL





**CREATIVE
RECALL
AMNESIA
PARALYSIS**

A man in a white shirt and tie is sitting at a desk, covering his face with his hands. He appears to be in a state of stress or frustration. In the background, there is a computer monitor, a keyboard, and a mouse on the desk. The text is overlaid on the left side of the image.

**WORKPLACE AFFLICTION
CHARACTERIZED BY
THE INABILITY TO
REMEMBER AND
REPLICATE CONTENT
THAT MOVES AND
INSPIRES YOU IN YOUR
NORMAL HUMAN LIFE.**



SHARE LOSS

JUSTIFICATION FATIGUE

BUDGET SHRINKAGE

EXISTENTIAL MALAISE

THE SADS



PAY ATTENTION

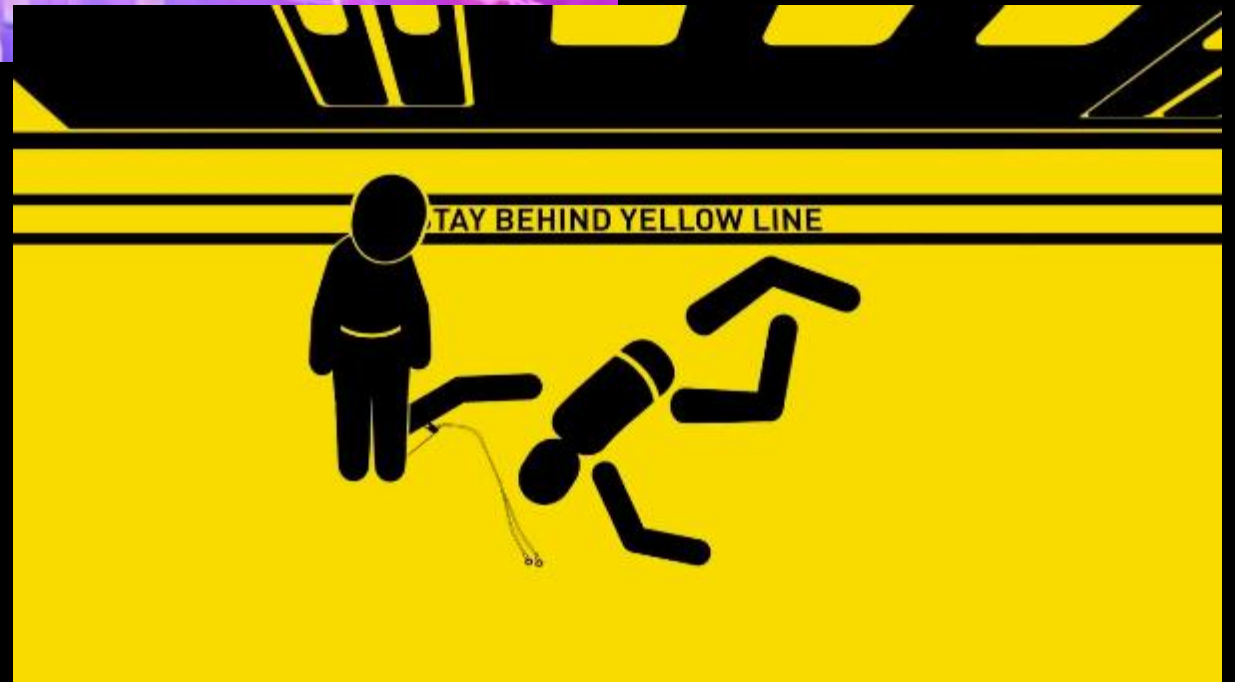
CULTURE OF MAKERS

MAKE TO THE MEDIUM

JUST TRY IT

FLIP THE RATIO

SELL YOUR SUCCESS





Cooking
— WITH —
Metro



A romantic scene of a man and a woman riding horses along a sandy beach at sunset. The sun is low on the horizon, creating a golden glow and long shadows. The woman is in the foreground, riding a dark horse, and the man is slightly behind her to the right, also on a dark horse. The ocean waves are visible in the background, and palm fronds are in the upper left corner. The overall mood is peaceful and serene.

YOU CAN LIVE C.R.A.P. FREE