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## **OMRI COHEN**

After studying International Politics at UCLA and Film at San Francisco State Omri Cohen made his entrance in 2007 winning the first music video contest on Youtube for the Red Hot Chili Peppers. The following year he went on to direct his first commercial campaigns for Nike and Microsoft and was included in SHOOT's New Director's showcase.

Omri's work is driven by instinct and heart. He thrives on creating a heightened cinematic experience out of real life situations. Cohen has the ability to draw real, emotional performances from non-actors and athletes and is equally at home working with trained talent creating moments that feel unrehearsed. His work has been described as honest, authentic, real, gritty, raw, cine-verité, energetic, lyrical, and wow. He thrives on finding the magic in people, casting with an inclusive eye that challenges ad norms, and pushing the creative brief beyond its potential. His work is driven by energy and pace with a sense of humanity at its core. Its a wild, beautiful dance between moving images and rhythm.

Omri has shot for brands Nike, Gatorade, PUMA, Reebok, Amazon, NBA, X-BOX, Pepsi, Coca-Cola, NFL, Verizon, Comcast, Coors, Microsoft, Uber, Facebook, Estrella Galicia, Nescafe alongside the industries top agencies. He now speaks 5 languages English, Hebrew, Spanish, Portuguese, and Moroccan.

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