

Maksim Doronichev

Creative Director · Copywriter

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15+ years in brand work, from copywriter to co-founder of an agency. Led the rebrand of Holcim Russia into Cementum and, for four years, delivered the Russian [apple.com](#) for every Apple keynote. Since 2024 building digital products hands-on: two mobile games and three websites, designed and shipped solo with AI coding agents.

SKILLS

Creative direction · Copywriting & transcreation, EN → RU · Naming & brand identity · Brand strategy
· Team leadership · Rapid prototyping: web, games · Agentic engineering with Claude Code

EXPERIENCE

Independent product builder

2024 — present

Solo game designer, web designer & developer

- Shipped two mobile games on RuStore in 2025–2026, Farm Sort 2D and Match Jam 3D: concept, game design and code.
- Built three websites in 2026, end to end, from name and copy to design and code, including a bilingual English–Hebrew site for a concrete sculpture studio.

Agency owner & strategist

2017 — 2024

Co-founder & Chief Creative Officer — T2COM · Creative Strategist — Brands! (ad agency)

- Ran the creative work of T2COM, a project-based agency, for 10–15 clients, putting together a dedicated team for every project, up to 20 people.
- Turned Holcim Russia into Cementum in three months: name, identity and a packaging line of 10+ SKUs; then the brand's first national campaign across TV, online video, print and radio.
- Took a branded [Moscow Metro](#) train from concept to launch for the Moscow City Government: 1,200 m² of design and copy, six months on the line.
- At Brands!, built brand strategies on trend research, including early blockchain projects.

Selected clients: Cementum, Moscow City Government, Sber, Sibur, Segezha, Danone, BMW

Creative director

2013 — 2017

Writing Creative Director, Apple — Hogarth London, then Ogilvy Moscow · Creative Group Head — RCG Advertising Group

- Delivered the Russian [apple.com](#) for every keynote, live at the same moment as the original.
- Owned the Russian voice of 8+ Apple launches, from the first Apple Watch and iPad Pro to iPhone SE and iOS 10.
- Worked on site copy, headlines and launch materials at joint workshops with Apple teams in the US and the UK.
- Led a creative group of three at RCG Advertising Group.

Selected clients: Apple, Heineken, Lexus, Jameson

Copywriter

2008 — 2013

Copywriter → Senior Copywriter — Geometry Global, ARK Connect, Integer/TBWA

- Developed campaign ideas for international brands, from concept to headline, script and name.
- Pitch win rate above 50%.
- Notable result: concept and copy for the [Axe Rise Up](#) 3D campaign, +12% over the sales plan and +8% market share. Bronze at the Globe Awards.

Selected clients: Axe, [Datsun](#), Visa, British American Tobacco

Freelance, alongside agency roles

2010 — 2024

Selected clients: Google, Tele2, MegaFon, Alfa-Bank, T-Bank, Huawei, Exeed

EDUCATION

Lomonosov Moscow State University — Public Administration, 2005

LANGUAGES

Russian — native · English — upper-intermediate (B2) · Spanish — intermediate (B1)