

RAMI HACHACHE

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Rami Hachache is a director known for his flair for humor, VFX, and striking visuals. He has created campaigns for major brands including *Netflix*, *Target*, *MasterCard*, *Ford*, and *Comedy Central*, and has collaborated with comedian *Tom Segura* for *Netflix*. His comedy shorts have trended widely, earning features in *Adweek*, *MTV*, and other outlets. In 2015, his music video for *Bo Burnham's "Repeat Stuff"* received a *Webby* nomination for *Best Comedy Short*.

Rami is also the co-creator of the viral "*Kirby Jenner persona*", the fictional twin of *Kendall Jenner*, which amassed over a million Instagram followers. In 2020, he directed and produced "*Kirby Jenner for Quibi*", garnering coverage from *TIME*, *BBC*, and *Vanity Fair*.

In 2021, Rami joined the AI Foundation as Chief Creative Officer, founding the *AI Media Lab*. His projects include popular TikTok accounts such as *@jojobiden46*, which received 100M views in a month, and *@JollyOld-Man*, a Santa-themed channel supporting *St. Jude's Children's Research Hospital*.

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