
KEVIN JOHNSON

PROFILE

An award-winning, senior-level Creative Director with both an art direction and copywriting background and over ten years of professional experience in consumer advertising, brand development, and strategic thinking. An inspiring and results-focused leader who continuously generates brand-performance driving ideas with insightful cross-cultural audiences across multi-channel platforms. With work recognized by the Addy awards, Mosaics, Effie, Golden Marble, and other notable juries.

EXPERIENCE

FREELANCE CREATIVE CONSULTANT – 2016-PRESENT

Over the years, marketers who live and die by the success of their advertising have invested in hiring my creative development services from BBDO/NY, LatinWorks, Leo Burnett/Arc, and NBC sports. My portfolio site showcases some of the work created on their behalf. With each assignment, I was tasked with creating brand-building concept development that covers all media and digital distributions.

SR. WRITER, FLUENT360 MARKETING, CHICAGO, IL – 2016

Temporary new business creative development and existing client roster expansion.

SR. WRITER, HIEBING GROUP, MADISON, WI – 2015

Contract hire for Schneider Trucking installation development and new business growth.

CREATIVE DIRECTOR, ESW STORYLAB, CHICAGO, IL – 2013

Led a team responsible for rebranding Church's Chicken to a new generation of consumers and expanding its exposure as a relevant international and digital brand. Also, gain share domestically against established market leaders by building consistent brand messaging, cultural relevance insights and additional engagement opportunities by working with partner agencies to create and maintain a unique brand style across all channels including broadcast, digital, social, promotional, retail and event marketing.

ASSOC. CREATIVE DIRECTOR, COMMONGROUND, CHICAGO, IL – 2012-2013

Responsibilities included leading the creative team to develop the first national TV campaign for American Family Insurance targeted specifically to Hispanic and African-American markets while ensuring brand message and tone consistency. Maintained a 100% likeability and persuasive score in qualitative testing and generated a +9% increase in brand preference and unaided recall directly attributed to the campaign within the first six months of launch. I also contributed to brand work for Miller/Coors, Coca-Cola, Bacardi and The Illinois Lottery campaigns.

SR. COPYWRITER, DFCB, CHICAGO, IL – 2006-2011

Senior creative leader of the FCB Multicultural group responsible for recruiting and building creative teams from more than 20 different Spanish-speaking countries. Worked directly with the team on a day-to-day basis to create and to manage the full integration of concepts for both above-the-line and below including retail, digital, direct mail, experiential and promotions. Recognized as a knowledgeable source and industry leader by being selected to attend VCU National Leadership Council and founder of FCB/IPG Cultural Affinity Groups network in Chicago. My proven success is evident in urban, cross-cultural, millennial-targeted work for clients including Kmart, State Farm, Kraft, KFC, Miller/Coors, Boeing, SC Johnson and Volkswagen.

SR. WRITER, BURRELL COMMUNICATIONS, CHICAGO, IL – 2003-2005

Senior team leader developing national brand campaign creative for targeted multicultural targets for clients including McDonald's, Toyota, Proctor & Gamble, SCJohnson, and Verizon.

COPYWRITER, JWT/CHICAGO, CHICAGO, IL – 1997-2003

Full creative responsibility for advertising Nabisco Ritz Bits and Oscar Mayer Lunchables targeted to pre-teens. Both brands recorded double-digit growth directly attributed to the creative brand exposure in the first year. As a result, the production budget more than doubles, and there was a dramatic increase in agency scope of work. Both brand SKUs were the only two accounts to receive an "A" grade for client review. I also contributed creative development for Kraft, Blockbuster, Miller Genuine Draft, Nestlé's, and Purina.

EDUCATION

NORTHWESTERN UNIVERSITY – PROFESSIONAL DEV./NON-FICTION, 2010

SECOND CITY SHOWCASE – CERT./COMEDY WRITING, 2008

POINT PARK UNIVERSITY – B.A./JOURNALISM, 1992

THE ART INSTITUTE OF PITTSBURGH – ASSOC./GRAPHIC DESIGN, 1990

SKILLS

Creative ideation, copywriting, team restructure and leadership, 360-integrated campaign development, brand content strategy development and production, retail user experience, mobile marketing, direct mail, and consumer response marketing.

REFERENCES

Available upon request

5319 W. Carmen ave, Chicago, IL 60630 773-329-5560 <https://kevinjohnson.carbonmade.com/>