

Award winning Creative Director focused on leading integrated brand solutions through innovative thinking. With over 15 years of experience and a solid foundation in multichannel development, Keith has established a strong creative presence with a vision that extends to rich brand experiences. He has a knack for the pitch and a passion to grow business by establishing trusted Client partnerships. A leader as well as a hands on collaborator, he manages and motivates teams through clear strategic direction to achieve and exceed Brand objectives.

Skills

- + Adobe Suite
- + Microsoft Office
- + Final Draft
- + Avid Xpress
- + Maya
- + Flash
- + HTML 5
- + Solid understanding of front-end and back-end technologies

Honors & Awards

- + Sprint/ Winter Games Microsite
Award: Adcritic Interactive (Daily Pick)
- + Nationwide/ Have The Talk Microsite
Award: AIC "Best Insurance Microsite"
- + Client: Novartis/ VaxTrax (App)
 - Appy Awards Finalist Medical Category
- + Novartis Vaccines/ Menveo.com
 - The RX Club/ Award of Excellence
 - Davey Awards/ Silver
- + Celgene/ Sharethelittlethings.com
 - The RX Club/ Gold
 - Best of Health Awards/ Bronze
 - The Global Awards/ Finalist
 - MM&M/ Best Interactive for Consumers
 - The RX Club/ Award of Excellence
 - IndiGENUS Awards/ Gold
- + the cementbloc/ thebloc.com
 - The RX Club/ Award of Excellence
 - MM&M/ Finalist Best Agency Self-Promotion
- + Basilea/ Toctino Sales Aid
 - The RX Club: Award of Excellence

Experience

Consultant, Creative Director/ ARNOLD/ 08.14 – Present

- + Worked on TV Spots from conception though production
- + Established branding for Toujeo COACH, which will be used across the Sanofi Diabetes franchise
- + Brought the first consumer campaign for Afrezza to market
- + Launched the first responsive site for Afrezza
Clients Include: Afrezza, Toujeo

Creative Director/ Freelance/ Ongoing

- + Launched CRAIN CUSTOM CONTENT studio with a marketing strategy which includes a nationwide ad campaign (print/ digital), website redesign and conference presence.
- + Revamped Arxscan, Inc. through rebranding, strategy, UX, site design and technical build.
- + Concepted and designed the 2012 SXSW campaign for FLUENT, Inc. Included bus wrap, tee shirts, passes and banners.
- + Creates and manage all visual content (i.e. photography and design) on EnduringEthereal.com, while building and maintaining a social strategy helping to increase traffic by over 100%.

Consultant, Creative Director/ Rosetta/ 02.13 – 09.14

- + Hands on leadership in developing UX and design of 'ChaseDaily'— a brand portal that connects data to real world events, while using social media to drive awareness and capture feedback.
- + Led pitches for 'Chase Private Client' Site as well as the Mobile experience, ultimately resulting in Rosetta becoming AOR for all Chase business.
- + Led and designed several of the first responsive sites for multiple Forest and Purdue clients.
Clients Include: Chase, Forest, Purdue

Vice President, Creative Director Digital/ the cementbloc/ 04.09 – 11.12

Vice President, Associate Creative Director Digital
Associate Creative Director Digital

- + Responsible for all digital business across the agency.
- + Helped to build a digital department from the ground up (includes creative, UX, strategy and technology).
- + Responsible for growing digital business from 4% to 50%, in under 3 years.
- + Led campaigns that fuel a multi-channel brand experience.

Senior Art Director/ Wunderman/ 11.2006 – 02.2009

- + Thought leader focused on direct response in the digital space.
- + Led the digital initiative for Land Rover as the business transitioned to the NY office.
- + Created digital campaigns for Nationwide Insurance and worked on direct television spots.
- + Managed and mentored creative teams.
Clients Include: Diageo, Land Rover, Nationwide, MSN, Microsoft, Citi

Education

+ The New School

Certificate/ Film Production/ 2001-2003

+ Fashion Institute of Technology

BFA/ Graphic Design/ 1998-2000

+ Fashion Institute of Technology

AAS/ Advertising Design/ 1995-1997

Senior Art Director/ McCann Erickson MRM/ 08.06 – 11.06

- + Extended Intel's 'Multiply' campaign into the digital space through landing pages and rich media banners.
- + Concepted, storyboarded and oversaw multiple Webisodes for Intel's 'vPro' technology.
- + Drove assignments from pre-production through post.

Senior Art Director/ TBWA/ Chiat/ Day - tequila/ 05.05 – 07.06

- + Created numerous microsites and banner campaigns in an effort to Launch NFL Mobile, (first-ever NFL Package of Original Programming for Mobile), as well as becoming the official sponsor of the US Ski team during the winter games.
 - + Early adopter of streaming live content and using video on both landing page experiences and rich media banners.
 - + Designed and developed a microsite for Sprint that drove awareness and pulled traffic directly from a billboard in Times Square.
 - + Casted talent, directed videos for rich media banners and art directed photo shoots.
- Clients Include: Nextel, Sprint, American Century Investments*

Consultant, Art Director & Developer/ Tribal DDB Worldwide/ 01.05 – 05.05

- + Designed and developed interactive consumer tutorials and banners.
 - + Designed and developed promotions for AOL's online reality show 'The Biz'.
 - + Created animations and banners for Jose Cuervo pitch, which the agency ended up winning.
- Clients Include: Neutrogena, Philips, Jose Cuervo, AOL*

Writers Assistant/ Touchstone Television Production/ 05.04 – 12.04

- + Worked with the writers to develop weekly scripts.
 - + Assisted producers with set production.
- Clients Include: Television Show 'Hope & Faith'*

Creative Director/ Morgan Stanley/ 06.00 – 11.03

- + Partnered closely with the Global Executive Director to identify company needs across regions (i.e. corporate rebranding, websites, portals and marketing materials).
- + Designed brand identity for three interactive market data companies.
- + Created websites, print and motion graphics supporting internal initiatives.

Intern/ Designer/ Modem Media/ 10.99 – 04.00

- + Assisted the creative team to launch the 'Interactive Kitchen Campaign' campaign for Kraft.
 - + Developed icons and logos for DeltaAirLines.com as well as Avon.com
- Clients Include: Kraft Cheese, Delta Air Lines and Avon*