



J. KENT PEPPER

Conjuror of Big Ideas

415.939.0030 kent@jkentpepper.com

EXPERIENCE **ILL EAGLE MARKETING**, NEW YORK: *CREATIVE DIRECTOR* 2011-PRESENT
Allocate agency resources and supervise the development and execution of all deliverables. Lead all new business initiatives. Collaborate with partners to establish long- and short-term agency goals. Provide strategic insight and guidance. Responsible for department staffing.

FREELANCE CREATIVE, NEW YORK: 360I, BBH, BBDO, , DEUTSCH, CAMPFIRE, 2004-2010
THE KAPLAN THALER GROUP, MCGARRYBOWEN, SAATCHI & SAATCHI, TBWA/CHIAT/DAY AND OTHERS
Managed local and international creative teams providing direction and feedback. Developed and executed cross-platform marketing campaigns for multi-national brands and new product introductions. Led ideation for digital platforms and tactics while incorporating and defining new supportive roles for traditional media. Coordinated, managed and produced new business presentations under extremely tight deadlines.

STRATEGIC ADVISOR, NEW YORK: BIGCARROT, FLIRT ALERT 2004-2007
Established relationships with potential partners and generated financial interest from industry leaders. Authored business plans including budgetary requirements and financial projections. Devised, launched and managed successful demonstration project. Established detailed framework for website development including information architecture, site map, database requirements and overall look and feel. Built team of legal, technical and financial advisors. Identified and hired development teams.

PUBLICIS & HAL RINEY, SAN FRANCISCO: *VICE PRESIDENT/ASSOCIATE CREATIVE DIRECTOR* 2001 - 2003
Devised strategy and developed materials for national and worldwide brand and business-to-business marketing campaigns. Oversaw and reviewed international marketing teams. Successfully negotiated a highly competitive environment. Hired photographers and illustrators and supervised vendors. Managed global photo shoots.

BOUTIQUE AGENCIES, BOSTON, LOS ANGELES, SAN FRANCISCO: *ART DIRECTOR* 1993 - 2000
Provided strategic input. Developed creative concepts. Created brand identity materials. Designed layouts. Supervised photo shoots.

CLIENTS **APPAREL:** EDDIE BAUER, MOUNTAIN HARDWEAR, THE NORTHFACE, REI
ALCOHOL: BUDWEISER, CAPTAIN MORGAN, GUINNESS, SMIRNOFF, STOLICHNYAYA VODKA
AUTOMOTIVE: BMW, HYUNDAI, LEXUS, SATURN, TOYOTA, VOLKSWAGEN
COMMUNICATION: AT&T WIRELESS, SPRINT PCS, VERIZON, VONAGE
ENTERTAINMENT: CBS FILMS, COMCAST, COUNTRY MUSIC CHANNEL, DIRECTV, FISHER-PRICE, LUCKY MAGAZINE, TIVO
FINANCIAL & INSURANCE: AFLAC, CHARLES SCHWAB, JPMORGAN CHASE, MSDW ONLINE, STATE FARM
FOOD & BEVERAGE: DIET COKE, GREEN MOUNTAIN, IBC ROOT BEER, MCCORMICK SPICES, OREO, OSCAR MAYER, PHILADELPHIA CREAM CHEESE, PERDUE, SUN DROP, SUNKIST, YOPLIAT
PACKAGED GOODS: CLEARASIL, DENTYNE, EUCERIN, FINISH DETERGENT, IAMS, KIEL'S TIDE, TRIDENT
RETAILERS: BEST BUY, BLACK ANGUS, DUANE READE, FOR EYES, KOHL'S, MCDONALD'S, WENDY'S
TECHNOLOGY: DELL, HEWLETT-PACKARD, INFOSYS, INTEL, LG, LOGITECH, MICROSOFT, SAMSUNG, SONY, SUN MICROSYSTEMS, SYMANTEC, TOSHIBA, YAHOO!
TRAVEL: AMERICA WEST AIRLINES, FAIRFIELD INN, JETBLUE, MARRIOTT, THE PALACE HOTEL, RENO AIR
WAR PROFITEERS: NORTHROP GRUMMAN

RECOGNITION THE ONE SHOW, COMMUNICATION ARTS, THE CLIO AWARDS, THE NEW YORK ART DIRECTORS CLUB, ADVERTISING CLUB OF BOSTON, A.I.C.P., THE WEBBY AWARDS, FRONT PAGE OF REDDIT

INTERESTS EXCELLENT COOK, PRETTY GOOD GUITARIST, OVERLY ENTHUSIASTIC TENNIS PLAYER.

EDUCATION **BOSTON UNIVERSITY**, BACHELOR OF SCIENCE IN COMMUNICATION