

Kevin King

69 AVENUE C, UNIT B, NEW YORK, NY 10009
+1 646 408 4623 KEVIN@MOTHERHAUS.COM

Creative Director: Brand Cultivation

From launching international fashion brands to running creative departments at digital ad agencies, I have the experience to make a brand flourish both offline and online. My work is smart, inspired, and prescient, elegantly translating a brand's message and personality to every communication touchpoint.

Portfolio includes:

BRAND IDENTITY
BRAND STRATEGY
ADVERTISING

CONCEPTING
LAUNCH CAMPAIGNS
INTEGRATION

WEBSITE DESIGN
PRINT
PACKAGING

STORE DESIGN
VISUAL DISPLAY
EQUIPMENT

EXPERIENCE

Motherhaus - New York, N.Y. 1995-present. *Principal/Creative Director.*

STRATEGIC: I guide businesses through transitions, helping them adapt to an ever-changing world by refreshing their brands, improving their communications, and enhancing public perceptions. I also align the internal operations of companies, integrating CRM, email marketing, scheduling, social media, e-commerce and local marketing to be intuitive, time-saving, and on brand. CREATIVE: I direct and produce smart, inspired programs that anticipate the future needs of clients, such as branding applications across product categories and scalability over diverse media. For most assignments, I assemble and lead specialized project teams but I also work individually as a creative consultant. Side ventures include facilitating Motherhaus Kollektiv workshops for artists looking for inspiration and motivation.

JWT INSIDE - New York, N.Y. 2008-2010. *Creative Director.*

Co-managed the New York hub office and directed all creative development pertaining to employer branding, internal communications, and talent acquisition for a roster of global and Fortune 100 companies. Crafted award-winning campaigns and websites that resonated with the perfect candidates by reflecting the inner truth of each client's business. Annual billings: \$6 million. JWT INSIDE is a specialty division of JWT.

Lowes Interactive/Lowe Lintas - New York, N.Y. 1999-2001. *SVP/Creative Director.*

As the first creative hire for the new interactive division of Lowe & Partners, established a vibrant creative department from the ground up, personally selecting all designers, copywriters and developers. Built award-winning sites and campaigns for global clients new to online marketing. Annual billings: \$16.8 million.

A/X Armani Exchange - New York, N.Y. 1991-1995. *Associate Director, Retail Presentation.*

Created the A/X brand as part of the Armani concept team. Designed and developed fixturing, equipment, signage, training materials, merchandising plans, music programming, packaging, stationery, and point-of-sale collateral. Supervised the roll-out of 25 freestanding stores and 13 in-store shops, partnering with Saks Fifth Avenue, Neiman Marcus, and Bloomingdales.

Marithé and François Girbaud - New York, N.Y. 1987-1991. *Retail Presentation.*

Taught brand philosophy and merchandising to key accounts. Directed in-store merchandiser program. Planned and supervised the roll-out of in-store shop program (first of its kind).

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BRANDS

| | |
|-------------------|----------------|
| ABB | M&F GIRBAUD |
| AMERICAN EXPRESS | MARRIOTT |
| CANON | MERCEDES BENZ |
| COMCAST | MEXX |
| DENNY'S | MICROSOFT |
| DUNKIN' DONUTS | NBC |
| ERNST & YOUNG | ORTHO CLINICAL |
| GIORGIO ARMANI | PEPSICO |
| HEINEKEN | PWC |
| JOHNSON & JOHNSON | TERRA CHIPS |
| KRAFT FOODS | UNITED NATIONS |
| LIBERTY MUTUAL | UPS |

EDUCATION

Northwestern University - *Evanston, Ill.*
Bachelor of Arts, Economics, 1986

School of the Visual Arts - *New York, N.Y.*
Developing the Animated Series, 2004
Drawing Workshop, 2005, 2007

GLS Sprachenzentrum - *Berlin, Germany*
German Immersion Program, 2004

Université Laval - *Québec, P.Q.*
French Immersion Program, 1984

VOLUNTEER WORK

Taproot Foundation - *New York, N.Y.*
Pro Bono Creative Consultant

Seton Hall University - *South Orange, N.J.*
Guest Lecturer, Advertising Survey Course

ORGANIZATIONS

Toastmasters International
SEC Roughriders - *New York, N.Y.*

PORTFOLIO

motherhaus.com

AWARDS

Dx Creative Communications Awards

1st Place Print Campaign 2015,
ORTHO VISION Analyzer One Word Campaign
1st Place Product Packaging 2015,
Welcome Kit for the ORTHO VISION Analyzer

Web Marketing Association's Webaward

Best Employment Website 2010,
NewYork-Presbyterian Careers Website
Employment Standard of Excellence 2010,
American Express Global Careers Website
Employment Standard of Excellence 2010,
Ernst & Young/EY Experience

Creative Excellence Awards

2010 Best Multimedia Campaign, 3rd Place,
NewYork-Presbyterian and the New York Yankees
Team Up for Nurses Week
2010 Non-Print Promotion or Collateral, 3rd Place,
American Express Global Careers Website
2010 Employee/Internal Communications, 1st Place,
Novo Nordisk Diversity Site

People's Voice Webby Award

2007, *Unleashed*

The New York Festival

2001, Finalist, *dennys.com*

The Art Director's Club

77th Annual Awards

1998 Distinctive Merit Award, *motherhaus.com*

I.D. Magazine Design Review

1992 Gold Award for Equipment,
Armani Exchange hangers

I/S/VMSD Interior Design Awards

1992 Store of the Year, *Armani Exchange*