

CLIENTS

AUTOMOTIVE

Autotrader, Ford, Jaguar Cars, Land Rover

BEAUTY / PERSONAL CARE

Alba Botanica, Avalon Organic, Hain Celestial, Head & Shoulders, JÄSÖN, L'Oréal, Maybelline NY, Olay, Redken Hair Care

BEER / SPIRITS / ALCOHOL

AB In-Bev, Absolut, Budweiser, Corona Extra, Diageo, Pernod Ricard, Smirnoff, Stella Artois

BEVERAGE / COFFEE / SPARKLING

Coca-Cola, Eight O'Clock Coffee, Fanta, Green Mountain Coffee Roasters, Keurig, Nestlé Water, Pepsi, Simply Orange, Tetley

CPG FOOD / SNACK / CONFECTIONARY

Barilla, Cheetos, Earth's Best, Frito Lay, Hershey's, Kraft Canada, Kraft Cheese, Kraft-Heinz, Mars, Mondelez, Philadelphia Cream Cheese, 3 Musketeers, Triscuit

FASHION / DECOR / LUXURY

Deborah Connolly Bath & Beach, DKNY, Hanes, Kmart Fashion, LVMH, NY Fashion Week, Rebecca Minkoff, Vogue Magazine

FINANCIAL SERVICES / CREDIT CARDS

Invesco, Wells Fargo

HOME CARE / PET CARE

Downy, IAMS Pet Care, P&G, Tide

MUSIC / ENTERTAINMENT

Corona Sunsets Global Music Festival, Decca Records, Deutsche Grammophon, Metropolitan Opera, Universal Music Group

NONPROFIT / CHARITY

The Catholic Big Sisters & Big Brothers, Cystic Fibrosis Foundation, The October Ball

OTC PHARMA / WELLNESS

Advil, Bayer, Pfizer, Robitussin, Surterra Wellness (Cannabis + CBD)

RECRUITMENT

Comcast, U.S. Department of Veterans Affairs

RESTAURANTS / QSR

Firehouse Subs, Subway Restaurants

SPORTS / FRANCHISES

Buffalo Bills, CSI Sports, Detroit Tigers, MLB Baseball, NCAA Football, New York Yankees, NFL Football, Pittsburgh Steelers, US Ski & Snowboard

TECH / TELECOMM

Canon, Chickstarter, Comcast, Cox Communications

TRAVEL / HOSPITALITY / AVIATION

Alaska Airlines, Chalet Eva Chamonix Mont-Blanc, New Orleans Visitors Bureau

TV NETWORKS / PROGRAMS

Bravo TV, HBO, Game of Thrones, Top Chef, Real Housewives of New York

KENDALL ZINI-JONES

CREATIVE DIRECTOR / ART



KENDALLZINIJONES.COM



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EXPERIENCE

CREATIVE DIRECTOR, ART

2019-PRESENT

FREELANCE | New York, NY

Leads multidisciplinary teams to deliver breakthrough, award-winning creative. Translates client KPIs and marketing goals into effective campaigns and branded content that impacts culture + deepens brand equity amongst fans and consumers. Oversees creative development from idea to execution.

Defines creative vision and evaluates briefs. Guides and contributes to concept development, pitch presentations, and deliverables. Pushes teams to explore innovative, culturally relevant territories + evaluates creative team outputs. Presents + sells scalable branding / campaigns + provides strategic rationales to clients. Nurtures relationships w/ clients + key stakeholder to trust and collaborative environments. Allocates resources to meet project timelines and budgets. Inspires and mentors creative teams + provides constructive feedback and leadership. Leads new business pitches.

AGENCIES

GREY NEW YORK (WPP) • DIGITAS (Publicis) • HAVAS NEW YORK • VAYNERMEDIA SPARK44 • WUNDERMAN THOMPSON (WPP) • TRIBAL DDB (Omnicom) • MWWPR MARINA MAHER COMMUNICATIONS (Omnicom) • BURSON COHN + WOLF (WPP)

IN-HOUSE

CSI SPORTS (Global TV / OTT Media Network) • DEBORAH CONNOLLY DESIGNS (Decor) THE CATHOLIC BIG SISTERS + BIG BROTHERS (Nonprofit) • CHICKSTARTER (Startup) CHALET EVA CHAMONIX-MONT-BLANC (Hotels) • SURTERRA WELLNESS (CBD / Cannabis)

ASSOCIATE CREATIVE DIRECTOR, ART

2016-2019

FREELANCE | New York, NY

Solution-oriented team lead. Produced creative concepts and hands-on executions for both agency and in-house clients- ranging from large-scale brand campaigns to day-to-day social / display content. Owned campaign, brand identity decks. Led internal and client presentations. Project managed asset creation + delivery, to ensure consistent messaging and visuals adhered to the highest standards of craft. Provided critique and mentoring to assigned staff. Pitched and won new business, as needed.

CREATIVE DIRECTOR, MARKETING AND PR

2014

OPERAROX | New York, NY

Led the marketing, PR and media strategy of the acclaimed New York arts event series. Provided creative and design direction for the live event, including branding and visual identity materials. Wrote and distributed press release + lead social media promotion campaign. Negotiated with vendors and sponsors, maintaining costs within slim budgets. Upon joining the team, the series garnered the highest press + consumer attendance in the event's history (sold out audience of 400+).

ART DIRECTOR

2013-2016

360i (Dentsu) | New York, NY

Lead art director for several FORTUNE 100 agency client teams. Contributed to multi platform campaign development, creative strategy, branded content creation (incl. photo + A/V art direction, set styling, presentation and graphic design, typography, comps, scripts, storyboards, copywriting, illustration). Drove a 561% increase in fan engagement on client social media platforms.

ASSOCIATE CREATIVE

2012-2013

ICED MEDIA | New York, NY

Produced and managed the execution of worldwide marketing assets and creative in collaboration with teams agency teams. Assured the accurate exchange of project information and deliverables in adherence to deadlines and scope.

ART DIRECTOR

2012

UNIVERSAL MUSIC GROUP | New York, NY

Hands-on collaborator to marketing + PR initiatives for UMG record labels, album releases and artist branding campaigns [via TV, OOH, Print, Direct Mail, Experiential, Digital, Social Media]. Led all promotional creative and vendor negotiations for the US Launch of label's global live event series, YELLOW LOUNGE. Effectuated a 500% increase in consumer acquisition on label digital channels.

AWARDS

CANNES LIONS 5 Gold, 2 Silver, 2 Bronze

CLIO 3 Gold, 2 Silver

D&AD 3 Graphite Pencils, 2 Wood Pencils

EFFIE 2 Bronze

ONE SHOW Bronze Pencil

TELLY 1 Gold, 1 Bronze

W2 DIGITAL EXCELLENCE 2 Gold, 1 Silver

DAVEY 1 Silver

EDUCATION

MASTER OF FINE ARTS

INDIANA UNIVERSITY, 2009

BACHELOR OF FINE ARTS

LOUISIANA STATE UNIVERSITY, 2007

LANGUAGES

ITALIAN Fluent

SPANISH Conversational

FRENCH Conversational

GERMAN Basic

SKILLS / HARD

Activations, Art Direction, A/V Brand Creative, Brainstorming, Brand Development, Branded Content, Brand Strategy, Campaign Development, Comps, Concept Development, Consumer Advertising, Consumer Insights, Copywriting, Content Development, Content Creation, Corporate Identity, Creative Briefs, Creative Direction, Creative Strategy, Digital Marketing, Graphic Design, Illustration, Integrated Marketing, Interactive Advertising, Management of Creative Teams -7 YRS, Music Marketing, Multi-Platform Marketing, New Business Development, On-site and Remote Team Management, Photo Editing + Color Correction, Photography, Pitch Development, Pitching Ideas, Production Oversight, Project Management, Script Writing, Social Media Marketing, Storytelling, Typography, Trendspotting / Trend Analysis, UI Design, Visual Identity Design, Written / Verbal / Oral Presentation Skills

SKILLS / SOFT

Accountability, Adaptability, Attention to Detail, Client Relationships, Collaboration, Conflict Resolution, Creative Solutions, Curiosity, Delegation, Emotional Intelligence (EQ), Fast Paced Environments, Global Teams, International Experience, Leadership, Mentoring, Negotiation, Networking, Organizational Skills, Multitasking, Problem-Solving, Process Optimization + Innovation , Public Speaking, Team Building

SKILLS / TECHNICAL

Adobe Acrobat Pro, Adobe Creative Cloud, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Adobe Photoshop, Adobe XD, Apple iOS, Dropbox, Google Docs, Google Drive, Google Sheets, Google Slides, inVision, Keynote, Mac OSX, Microsoft OneDrive, Microsoft Outlook, Microsoft Office, Microsoft Powerpoint, Microsoft Teams, Slack, Zoom

MEDIA FORMATS / EXPERIENCE

360 Campaigns, ATL / BTL, AR (Augmented Reality), A/V Film, B2B / B2C / DTC , Branded Editorial, Corporate Sponsorships, Digital Media, Direct Mail, Display, Earned Media, eCommerce, Email Marketing, Experiential Events, Influencer Partnerships, Integrated / Multi-Platform, Live Broadcast, Mobile, OOH (Out-of-Home), OLV (Online Video), OTT Media - *Amazon Prime Video, Hulu, Netflix*, Paid + Owned Media, Print, PR (Public Relations), Radio, Retail, Sizzle Reels / Promo Videos, Streaming Audio - *iHeartRadio, Soundcloud, Spotify*, Social Media - *BeReal, Facebook, Instagram, Pinterest, Reddit, Snapchat, TikTok, Twitter, WhatsApp, YouTube*, TVC (TV / Television), Websites