

KEVIN BEAUSEIGNEUR CREATIVE LEADER

Kevin is a creative thinker who lives for pushing conventional thinking to create inspiring concepts and work. He is part storyteller, part brand strategist, part artist, part writer and part cultural expert.

He has a wealth of experience in digital, shopper marketing, B2B, CPG, branding, consumer, print, retail and content creation and possesses some epic Photoshop skills. Occupying a variety of roles in Marketing and Creative,

As a veteran creative leader, Kevin has helped to build some of the greatest brands on the landscape, in Financial, Food, Healthcare, Travel and Health&Beauty.

He has worked both in traditional agency roles and on the client side as an in-house leader. Having been around the block a time or two, he is very experienced but nonetheless loves to re-invent himself and thrives on new challenges.

CONNECT

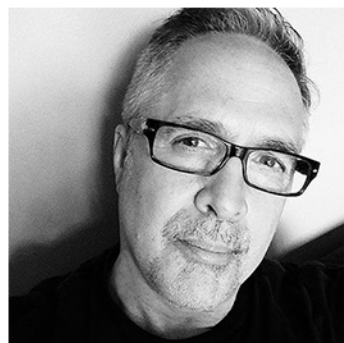
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CELTIC CHICAGO | MANAGING SENIOR CREATIVE DIRECTOR | March 2021 | Present

Responsible for driving new business for a B2B / B2C agency. The role is very client-centric and demands meeting and exceeding creative goals and standards, mentoring junior staff and collaborating with the senior team to build an exceptional environment and practice of strategic marketing and breakthrough creative.

SHORTEST TRACK | DIRECTOR OF MARKETING | October 2020 | January 2021

Shortest Track is a 4 year old start-up focused on delivering disruptive, intelligence solutions to businesses seeking deep learning, Artificial Intelligence based approaches to their challenges. In my role I am responsible for the design, messaging and marketing of the brand and products.

GUERRERO MEDIA | VICE PRESIDENT CREATIVE, CONTENT AND BRAND | September 2018 | April 2020

Guerrero Media is a custom content publisher with a focus on telling the stories of influencers and executives in business across five distinct sectors such as healthcare, legal, construction, tech and Latinx. In my role I led the visual aesthetic and content development, directing a team of fifteen in the design and editorial content created for five award-winning print and digital industry publications.

Achievements: Launched two new publication brands and a marketing /agency practice business unit that increased overall profit 38%. Implemented a social media practice to support the core business model and grew the bottom line in the department by 25%.

DISCOVER CARD | DIRECTOR OF CREATIVE SERVICES | December 2012 | September 2018

Provided oversight and vision to a team of 54 art directors, account executives, designers and copy concept writers, all working to enhance the customer experience of the over 55 million Discover Card holders. Working in all channels from digital, to traditional, to direct mail, to event marketing on one of the world's most recognizable brands. My team was responsible for new card acquisition, internal communications and consumer social and digital marketing, promotion and advertising.

Achievements: Grew year over year card member acquisitions by 11%. Reduced operational expense by 20% and returned money from the budget every year. Also instituted a video capability in house and reduced outside expenditures by half.

COWS IN TREES | CHIEF CREATIVE | CREATIVE DIRECTOR

As the leader of the "herd" I was responsible for the group's creative output and for integrating the standards of best-in-class agency creative services to our valued clients. I brought digital and social focus to the work along with higher creative standards, a shopper marketing specialization and an acumen in branding and integrated communications.

Achievements: Built focus in healthcare marketing and secured three new accounts. Created an award winning CRM program from PepsiCo which drove awareness and sales past projected annual sales.

Notable Clients | Cleveland Clinic, Johns Hopkins University, Vanguard Healthcare, Montefiore Hospital, Hartford Medical, Scott and White Medical, University of Iowa Medical Center, Frito Lay, Diageo Brands, PepsiCo and Amazing Cosmetics.

NOBLE | CHICAGO | PRESIDENT | VP EXECUTIVE CREATIVE DIRECTOR

As the first Creative in the agency's history to be elected to the role of President, I led the 100+ person Chicago office, setting the path for future growth, building engagements between Agency and Clients and was responsible for the success of the business model, process, development and deployment of agency resources. I oversaw a variety of sectors such as insight marketing, shopper marketing, branding, promotion and package design systems while strengthening all other traditional consumer channels including broadcast, print and 360 integration.

Notable Clients | Kraft Heinz, Pepsico, Quaker, Behr Paints, Tyson, Sunkist, Frito Lay, Country Insurance, Gerber, Cousins Subs, Peak Antifreeze, Pace, Midwest Airlines, Red Baron Pizza, US Foods and ADT.

THE FOOD GROUP | SVP CREATIVE DIRECTOR

With a partner, I founded and ran the Chicago office of NYC based The Food Group, one of the premier food marketing agencies in the country. Helping to expand their brand into the Chicago market, I had a key role in building the agency from the ground up - from process to profit, and beyond. Within a 2 year period we grew from a 2 person start-up to 32 full time associates and pitched and won 14 accounts from a starting roster of zero.

Notable Clients | General Mills, Campbell's, Sara Lee, Pillsbury, The American Egg Board and Land O' Lakes.

KETCHUM ADVERTISING | CHICAGO | EXECUTIVE CREATIVE DIRECTOR

I joined Ketchum as an Art Director and was appointed through the ranks quickly to ECD during my time with the agency. I was privileged to concept and creative direct a selection of their brightest clients.

Notable Clients | Acura, Equal, Rapela Lures, Coleman Camping Equipment, Kellogg's, Kraft Heinz, Cargill, P&G, The Beef Council, Sara Lee and Cole Taylor Banks.

ART INSTITUTE OF PITTSBURGH BACHELOR OF SCIENCE | COMMUNICATIONS AND MARKETING

RECOGNITION

Clio, Regional & National Addy's, NY Art Directors Club, Design Magazine, CA, Effie, Pro Awards and SIAA Gold, Effie Gold, Folio Ozzie Gold, Society of Print Designers Merit and Gold, IHAFF In-House Agency of the Year in 2015.