



KEITH WISNIEWSKI

CREATIVE DIRECTOR / COPYWRITER

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SUMMARY

For the past 20 years, Keith has created memorable and award-winning work for clients ranging from Fortune 100 companies to local non-profits. Along the way, he's built and managed teams, championed diversity and inclusion, and mentored dozens of young creatives. His work has been recognized by the Cannes Advertising Festival, the Effies, Art Directors Club, National Addys, and Communication Arts Advertising Annual just to name a few. In addition to advertising, Keith has also directed commercials with production company Anonymous Content, is a contributor to humor website McSweeney's Internet Tendency, and is a published author. He holds a Master's of Science degree from the VCU Brandcenter.

EXPERIENCE

ESSENTIA WATER

2020 - MAY 2022

Executive Creative Director

Led the in-house creative department, providing creative leadership and vision for the brand. Responsible for strategic and creative conception and execution of brand campaigns and all marketing communications across all business channels- including online video/television, paid and organic social content, digital, mobile, web, print, experiential, POS/retail, packaging, and merchandise.

FREELANCE

2016 - 2020

Creative Director / Writer

Concepted and led creative development for various ad agencies and clients. Produced campaigns, communications, and content across multi-platforms-- including digital, social, mobile, video, web, print, experiential, and television.

MRY

2015 - 2016

Creative Director

Led creative for all of T-Mobile's owned social channels. Built and ran a creative department of up to 20 multi-disciplined creatives.

Client: T-Mobile

LEO BURNETT

2014 - 2015

Creative Director

Oversaw and helped lead creative development of brand work on Allstate and Jello. Pitched new business, winning the Marshalls account.

Clients: Allstate, Jello, Marshalls

PUBLICIS SEATTLE

2009 - 2014

Associate Creative Director

Instrumental in developing multiple T-Mobile brand campaigns, including their current Un-carrier identity. Created national brand integrated campaigns and television spots. Won new business pitches including \$300M Chevrolet account, Seabourn Cruiseline, and Eddie Bauer. Oversaw all creative work on Seabourn and Eddie Bauer.

Clients: T-Mobile, Eddie Bauer, Chevrolet, Seabourn Cruiseline

BBDO ATLANTA

2008 - 2009

Sr. Copywriter

Concepted and produced brand communications across print, digital, and television media.

Clients: AT&T, Georgia State Lottery, REI

FREELANCE

2005 - 2008

Senior Copywriter / Creative Director

Helped lead creative development for various ad agencies and clients. Wrote and produced campaigns, communications, and content across multi-platforms.

Clients: Dell Computers, Acura, Cisco Systems, Activision, California Avocados, UCLA Anderson School

ANONYMOUS**CONTENT**

2005 - 2006

Commercials Director

Directed television commercials and short video content. Accepted into the Directors Guild of America.

DAVID & GOLIATH,**LOS ANGELES**

2000 - 2005

Senior Copywriter

Instrumental in developing Kia Motors brand in America. Concepted and produced national integrated campaigns and television spots. Helped win numerous new business accounts.

Clients: Kia Motors, Bacardi, Hotwheels, Dish Network, Starlight Children's Foundation, Universal Orlando Themepark, Papa Murphy's Pizza

EDUCATION

VCU BRANDCENTER

1998 - 2000

M.S.

Communications / Copywriting

VIRGINIA**COMMONWEALTH****UNIVERSITY**

1993 - 1997

B.S.

Mass Communications

RECOGNITION

Communication Arts Advertising Annual

Cannes Advertising Festival- shortlist

Art Directors Club- gold

National Addys- gold

National Tellys- gold

The Effies- silver

Beldings- gold

Mobius- gold

Lurzer's Archive Magazine

Graphis Magazine

Creativity Magazine