KEVIN GILSDORF

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Recommendations on [**LinkedIn here.**](https://www.linkedin.com/in/kevingilsdorf/)

**Summary**

Creative leader experienced in channel strategy, digital product development, content, & marketing campaigns while celebrating achievements with motivated teams. Successes include developing significant ROI with 40+ household brands, achieving 10x goals, & receiving multiple industry awards.

**Strengths:**

**Leadership** – Recruited, built and mentored cross-functional roles/teams – up to 40 people & 425% team growth

**Design thinking & concepting** – Led design thinking sessions to solve challenges & minimize user barriers across industries. Solutions include inspiring movements, strengthening user journeys & developing innovations. Holds a Designing for Change certification from IDEO U

**Creative strategy** – Authored creative briefs and directed numerous teams to develop and win awards across: Digital media campaigns, eCommerce platforms, social media campaigns, UX/UI and brand design systems, product launches, promotions, and collateral

**Staff operations** – Developed departments and organizational structures to improve efficiency & increase offerings.

**Pitching and sales** – Led creative ideation and creative presentations for 50-80% of pitches with multiple organizations.

**Art direction & design** - Hands-on capabilities across the full Adobe Creative Cloud and other platforms. See software expertise below. Produced work across digital and traditional media.

**Experience**

**2017-Current | Freelance Creative Director, Kindle Point Inc.**

* Led design-thinking & strategy consulting for new product launch for Follett Corporation and Culminate Strategy Group
  + Documented the process, planned and led six monthly content brainstorms with client participants
  + UX/UI – Email drip campaign mapping, expert reviews of product portal and wireframing of digital marketing elements
* Pitched, won and conducted UX expert review of Blue Cross of Idaho websites for UX4Sight
  + Evaluated UI and interaction design across 12 websites
  + Recommended opportunities for improvement
  + Reviewed 5 competitor portals
  + Reported and presented findings to client stakeholders
* Creative agency for The Chicago Dogs 2018 inaugural season, launch, Rosemont, IL
  + Drove 101% capacity crowd to attend opening day via creative strategy, content development, design, copy, photography direction, & illustration
  + Developed full-season marketing & advertising tactics, including digital display media, digital outdoor billboards, email marketing, SEM copy, promotional landing page content & design, print advertising, social media strategy & top engagement social posts
  + Created inaugural season brand assets including team uniforms, souvenir graphics, baseball cards, souvenir magazine, & in-game scoreboard content

**2014-2017 | Digital Creative Director, Blue Chip Marketing Worldwide**

* Pitched & architected digital media, website and progressive app solutions to gain business across accounts including: Celestial, Wells Dairy, McCormick Spices, Ricola, B&G foods & Daisy Sour Cream
* Directed digital-media creative & message strategy across all brand accounts, sustaining 2x-10x above benchmark performance in 2017
* Increased digital creative staff 425% between 2015-2016 to support business growth.
  + Built Proofreading, Content/Social Media, Art Buying & UX disciplines at Blue Chip
* Developed internal corporate social-responsibility brand called BCause, & related collateral
* Volunteered to develop a calendar & host communication development training for all agency employees

**2010-2014 | Freelance Consulting, Creative Direction & UX Design**

TPN/Omnicom

* Jockey: Led digital strategy, UX & low-high fidelity design to promote: Product innovations; Rachel Zoe & Tim Tebow collections
* Led digital and print development of two, co-branded, retail campaigns for Clorox/Kingsford & Walmart steak, building business to enable creation of TPN’s Bentonville, AR satellite office

Frequency 540

* Developed holiday CureSearch donation campaign surpassing overall fundraising goals by 45%; email traffic increased 6x & web donations were up 55%
* U.S. Cellular: led team to enhance promotional paid/owned media UX leading to 20% increased CTR
* Allstate: Developed client relationship aiding agency’s first Allstate assignment

Redbox

* As a Senior Brand Strategist, developed message strategy for video game rentals launch, driving customers to >100% over-forecast video game rentals
* Created first retail media strategy for on-kiosk partnership messaging

**2006-2010 | Creative Services Manager, Wirestone**

* Hired & developed award-winning Chicago creative team including: Solutions Directors, Interactive Designers, Writers & Video Production
* Led creative direction for 80% of all pitches in the Chicago office
* Developed Motorola video business & hired creative team to increase account revenue 300%

**2003-2006 | Freelance Creative Director, Kindle Point Inc.**

* Pitched & won McDonald’s Global Innovations business with two partners
* Developed food/restaurant US market tests, including McCafe menu tests & R-Gym launch
* Created concepts, themes & POS to support local-market testing of salads, gelato, & sandwiches
* Freelance with Ambrosi - Schawk, Wirestone, iCrossing, & Abelson-Taylor, to develop numerous marketing initiatives & new business efforts

**1998-2003 | Creative Director Frankel, Arc Worldwide**

* Executed pitch work against 600+ agencies, winning 4 rounds for the CDC VERB contract = $125 million per year - largest Publicis win up until 2002
* Built brand assets & standards for VERB, leading to: 90% unaided brand awareness in year one & multiple industry awards
* Progressed in 5 years from Sr. Art Director (BP/Amoco) to ACD (USPS) to CD (CDC – VERB)

**EDUCATION**

**Illinois State University, B.S., Public Relations - Major, Political Science - Minor**

**Professional Learning:** IDEO - Design for Change, Real-World Agile Scrum/Kanban, Table Group - Organizational Health, & Second City Improv

**SOCIAL IMPACT  
2019-2020 - Capital One - FOUR GOOD**

* Regular participant in helping various charities with social media and digital marketing campaigns

**SOFTWARE SKILLS:**

Adobe: XD, Illustrator, Photoshop, InDesign, Premiere, After Effects, Character Animator, Dimensions and Muse – Sketch – MS Office 365 – Google G Suite – Other non-creative platforms include: Slack, Asana, and Zoom

**AWARDS & RECOGNITION**

* International Creativity Award - 2016 Silver Interactive - For CelestialSeasonings.com
* International Creativity Award - 2016 Bronze Alternative Media - For McCormick Pure Flavor, Pure Genius digital/Shazam campaign
* Chicago Ad Federation - 2016 Silver Online Campaign - For BombPop.com
* Chicago Ad Federation - 2016 Bronze Consumer Website - For CelestialSeasonings.com
* Recognized on Ethan Marcotte’s RWD Podcast
* 1994-1998 Won 3 industry marketing awards including Best of the Ballparks & (2x) Larry MacPhail award