

# **Jim Kelly**

Creative Director/Concepter/Writer

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## **What I Do Well**

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I'm a concept-driven, digitally savvy (Webby Award-winning) Creative Director with boundless passion for great ideas in every medium. I'm an efficient manager of creative resources who knows how to inspire great ideas in others and execute them profitably. I'm a born salesman with a consistent track record of helping my agency win new business and increase revenue. And I'm a natural relationship builder with knack for close, trusting client relationships.

## **My Experience**

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### **Group Creative Director at The Marketing Store**

*2004 – 2010 (5 years)*

I was hired with a specific mission: to protect Monopoly at McDonald's, the agency's single largest project. After three years of successful shoot-outs against McDonald's other retained agencies, and year after year of award-winning campaigns and positive sales comps, McDonald's eliminated the pitch process and awarded the business to us outright. I also concepted, sold in, and directed the execution of numerous incremental programs worth millions in agency fees, including the Shrek Forever After All-Family Promotion, McDonald's Global Packaging Re-branding, McDonald's Flavor Battle at the Sprite Step Off, the Big Mac Taste the Glory World Cup promotion, U Pick The Winners NCAA Tournament promotion, and many more. Among numerous creative awards over the past five years, my team most recently took First Place in Promo Magazine's 2010 Interactive Marketing Awards for the 2009 Monopoly at McDonald's website. In five very profitable years at The Marketing Store, I ultimately became the creative face of the agency at McDonald's, and continue to enjoy many close relationships with McDonald's marketing and creative clients.

### **Associate Creative Director at FCB Chicago**

*2003 – 2004 (1 year)*

Long-term freelance gig creating award-winning national brand advertising (TV, print, and radio) and integrated marketing materials for John Deere, Boeing, Kraft, and Circuit City, among others.

## **Senior Copywriter at Ogilvy Chicago**

*2000 – 2003 (3 years)*

Crafted award-winning national brand advertising (TV, print and radio) for Sears, Miller Brewing, Ameritrade, and Illinois Lottery, among others. Served as primary creative contact for Illinois Lottery, and as part of the brand team that helped successfully defend the Sears business in a “jump ball” between the client’s two roster shops.

## **Senior Copywriter at BBDO Chicago**

*1997 – 2000 (3 years)*

Crafted award-winning national brand advertising (TV, print and radio) for various Wrigley’s brands (Juicy Fruit, Everest, Extra) and Kahlúa, among others. Served as primary creative contact for Amurool gum brands, which included the Everest and Bubble Tape. Helped win several pieces of new business, including Kahlúa, Quotesmith.com, and National Potato Board.

## **Senior Copywriter at UPSHOT**

*1996 – 1997 (1 year)*

Copywriter/Conceptor crafting promotions and 360° marketing for MasterCard, Absolut, Southwestern Bell, Wrangler, and Budweiser, among others. Helped win the MasterCard and Absolut business, and became primary creative contact for MasterCard. My boss, a DDB alum, encouraged me to build my first advertising portfolio, which turned out good enough to inspire an extremely low-stakes bidding war between DDB and BBDO.

## **Marketing Manager at The Institute of Financial Education**

*1993 – 1996 (3 years)*

My stint on the client side of marketing came at this training company serving the banking industry. Handled all aspects of marketing communications, including direct mail, catalogs, database marketing, trade shows, managing outside creative services, etc. This is where I learned to look at marketing (and agencies) the way clients do: solution-neutral, results mandatory.

## **Copywriter at Channel Marketing**

*1990 – 1993 (3 years)*

Served as the sole copywriter (and the guy who changed the furnace filters) at this small, integrated marketing communications agency. Did everything from press kits to print ads for regional clients in a variety of industries, from engineering services firms to famous local restaurants. Emulating David Ogilvy, whose book I had practically memorized, I crafted a postcard campaign for Kinzie Street Bistro that rang up a 25% response rate. To quote Ogilvy on Advertising, I had “tasted blood!”