

# KENNY FRIEDMAN

CREATIVE DIRECTOR

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## PROFILE

Performance driven senior creative who leads teams to create on brand, strategic communications that resonate with the target, build brand loyalty and create brand value, move product or answer whatever question is on the brief... and of course bring solutions before there is a brief. My background working in-house, agency side and as a photographer across many consumer touchpoints brings a unique, well-informed, perspective to all projects.

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## EXPERIENCE

### SENIOR CREATIVE DIRECTOR

UPSHOT | August 2017 - present

Build, lead and mentor a cross disciplinary team to create engaging deliverables that deliver on and exceed our clients' goals.

- Grew our share of the pie on accounts by delivering strong creative and building a trusting connection with our client teams. Projects include event, brand, social, video, advertising and shopper marketing.
  - Helped win the social media creation, execution and implementation on a brand by showing we can create cost-effective solutions that deliver on our client's goals.
- Added to the culture of the agency by creating initiatives that brings creative and planning together to share best in class creative while inspiring collaboration and thoughtful discussion on what works.
  - Co-created Good Work Quarterly, a recurring event that offers creatives and planners to share and discuss good work they've seen in the wild. The goal is to allow creatives an opportunity to present and defend work without being too close to it, in order to feel more comfortable in front of clients.

Clients include; Energizer, ACH (Mazola, Fleischmann's Yeast, Karo Syrup, Argo Corn Starch), Johnson and Johnson, P&G, Therma-Tru Doors and Corelle

### CREATIVE DIRECTOR

FLOR | March 2014 - May 2017

Grew the cross disciplinary creative team after evaluating gaps, needs and opportunities. Led both in-house team and outside partners to create materials that positioned FLOR as a leader in home decor design.

- Led all day to day creative marketing projects ranging from brand messaging, web and app design, social, email, retail POS, store design, catalog and direct mail.
  - Led internal team to evolve our brand positioning and voice document from an outdated brand position to one that resonated better with our current customers and attracts future ones.
  - Worked with partners to create high performing design and messaging through data-driven testing.
  - Led an external agency to create the visual identity to match the new brand positioning. It was ranked as the 3rd best redesign of 2016 on Brand New.

- Led the charge to present our offering in a more consumer friendly voice. Evolved our communications from leading with carpet tile, an industry term, to leading with area rug, a consumer term that has resonated better with our residential customers.

## CREATIVE DIRECTOR

GAGE | March 2011 - March 2014

Led a team of designers, writers and UX to create multi-channel marketing elements including; websites, microsites and traditional marketing materials.

- Changed the project process to allow for greater collaboration and ownership. Strengthened the relationship between Design, UX, Copy and Technology, as well as Account and Project Management, in order to gain trust, which opens the door to collaboration.
  - Three of the projects I led on were held up as best practices for collaboration and were used to change the Gage workflow.
  - Changes include being more proactive in A/B testing of design, imagery and messaging to make sites, and other elements, convert better
- Grew our video department from creating one video a year to as many a year.

Clients include; 3M (ScotchBlue Painter's Tape, 3M Tekk Protection, Scotch Duct Tape, Optical Systems Division, Dental, Littmann Stethoscopes), Boston Scientific, 3M Golf Championship and Walmart

## ASSOCIATE CREATIVE DIRECTOR

JWT | March 2009 - March 2011

Led a team of designers and writers to create large scale acquisition and promotional websites for a wide variety of brands UnitedHealthcare divisions.

- Worked closely with the UX team to have their ideas integrate better with design. Gained trust of that team by showing fairness and knowledge which allowed the creative to spread their wings.
- Was part of a pilot program that brought the Toronto and Minneapolis agencies working together. I was not only a bridge between offices but a bridge between our two varied styles of working by bringing large site experience to the Toronto team and traditional marketing knowledge to the Minneapolis team.

Clients include; AARP Health, UnitedHealthcare, Kraft Dinner (Canada) and Canada Dry

## CREATIVE LEAD

TARGET | August 2004 - March 2009

Led a team of designers and writers both in-house and through partner agencies to create on-brand marketing materials for the circular, retail POS, community relations and various brand categories.

- Revived a one off campaign, Dream In Color, to become a multi-year campaign that led all community relations diversity marketing. In our first year of the new campaign online classroom curriculum had a download rate 3500% higher than forecast.
- Worked closely with our buying teams to identify the need for a redesign of our consumable and commodity pages. Products saw better performance and many of the covers and concepts became top performing best-in-class designs concepts.
- Member of the Big Idea Think Tank team that facilitated the Big Idea challenges to the marketing team.
  - This initiative was also an incubator for ideas and for growing marketing leaders in the organization.

- Co-created the Spark Speaker Series that brings relevant people in the design community to speak to our creatives. The series filled the need of inspiring our creative teams who often do not have the time or budget to attend design conferences.

Businesses departments include; Beauty and style, Pharmacy, Frequency, Community Relations and the weekly circular.

## ART DIRECTOR

Upshot | November 1999 - July 2004

Transitioned from my past as a photographer to designer and ultimately art director. Executed and managed projects from concept through production including the leading of brainstorming, fleshing out concepts, presenting to clients and working with teams to deliver final product.

- Managed a team of junior designers and art directors
- Ran photoshoots
- Extended key visuals to a wide range of in-store and on-premise program elements

Clients include; Diageo, Microsoft UltimateTV, Frutopia, Upshot Branding Tribune Interactive and HA-LO

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## OTHER

### CHICAGO AIGA

Spoke at the BOLD: Failure event

- My talk challenged attendees to look at failure through a different lens where failure is not a bad thing but instead part of the path to learning

Led the Learning Leadership Skills mentor session for the Spring 2019 mentor program

- My session was focused on helping people become the next generation of creative leaders. We worked on personal brand, identifying our leadership philosophy and how we can create healthy teams that perform well.
- My session received high marks in facilitator, content and attendee participation

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## EDUCATION

### CLEVELAND STATE UNIVERSITY

BA with a focus in Photography and Art