

John Kissane

Executive Creative Lead

email
johnkissane01@gmail.com

portfolio
johnkissanecreative.com

Highly motivated creative lead with an insatiable appetite for great ideas and flawless design
Truly dedicated to the creative process that drives successful marketing results

expertise

Creative Team Management & Leadership
Client Relations and Retention
Project Strategy, Plan and Budget
Creative Conceptualization and Presentation

User Experience and Responsive Design
Project Management and Resource Allocation
Vendor Management
Flawless Execution

experience

J&C • Chicago

Creative Director / 2016 – Present

Director of Creative Services / 2012 – 2016

Senior Art Director / 2006 – 2012

Create high-impact consumer and business-to-business integrated marketing campaigns focused on receiving top-end results through acquisition and retention.

- Direct, supervise and mentor creative team
- Serve as central creative contributor to client marketing strategies and approaches
- Create interactive and print campaigns from concept to execution
- Create online videos which include direction for animation and voice over
- Direct photo shoots for national clients

TargetCom (now Civilian) / MDC Partners • Chicago

Senior Art Director / 2000 – 2006

- Created logos, web sites, emails, banner ads, landing pages, interactive CD-ROMs, direct mail packages, welcome kits, new product launches, point-of-purchase displays and employee training collateral
- Trained, supervised and mentored junior designers
- Developed controls and control-busting campaigns

Discover Card, Inc. • Riverwoods

Art Director / 1999–2000

- Extended brand image through integrated communications
- Responsible for design, production and client services on all projects

Draft Worldwide (now FCB) • Chicago

Art Director / 1998–1999

- Created and produced direct mail advertising campaigns for high profile national clients
- Interfaced closely with creative team to determine advertising needs and opportunities for improving customer response

Creation of integrated campaigns include:

Strategy	Print	Landing Pages
Concepting	Direct Mail	Banner ads
Video Direction	Websites	Copy Editing
Voice Over Direction	Email & Interactive Email	Broadcast spots

clients

Please see following page for complete listing by industry

awards

Echo, Tempo,
John Caples International Award

skills

Adaptable problem solver, quick thinker and self-starter
Effective speaker and presenter
Leader and team player with a keen work ethic and a desire to learn
Meticulous attention to detail

education

Elmhurst College
Bachelor of Science
Major
Business Administration, emphasis in Marketing and Advertising
Minor
Art



linkedin.com/in/jkissane



johnnykissane



@JohnnyKissane

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clients

Associations

AARP | American Marketing Association | CADM | National Association of Realtors | National Restaurant Association

Automotive

Acura | Audi | Cadillac | Chrysler | Chevrolet | Dodge | FCA | Ford | GMC | Honda | Infiniti
Jaguar | Jeep | Land Rover | Lincoln | Mercedes-Benz | Mercury | Nissan | Ram | Volkswagen

Financial Services

Alliant Credit Union | Chase | Citi Commerce Solutions | Discover Card | Federal Reserve Banks | Fifth Third Bank
First North American National Bank | Fleet | iPay Solutions | Jack Henry & Associates | JHA Payment Solutions
Morgan Stanley Dean Witter | ProfitStars | Providian | Sears Credit Card | TrueCredit | Washington Mutual

Fuel and Auto Service

Citgo | Exxon/Mobile | Midas

Insurance

Allstate | The Hartford

Healthcare

Cancer Treatment Centers of America | Humana | Joint Commission Resources

Publications

Chicago Tribune | RedEye

Nonprofit

Make-A-Wish Foundation of Northern Illinois | Now You Know Media | Ounce of Prevention Fund

Hospitality, Restaurant and Foodservice

Blue Plate Catering | iDine | InterContinental Hotels Group | ServSafe Alcohol | ServSafe Food Safety

Retail

Culligan Water | HERE International | Peepers Specs | Phantom Fireworks | Sears

Specialty Services

Allied Van Lines | AARP | Appraisal Institute | Cars.com | Cintas | Peapod

Telecommunications

Metro PCS | Sprint | U.S. Cellular | Verizon

Utilities and Energy Providers

Consumers Energy | FirstEnergy Solutions | Pacific Gas & Electric (PG&E)