

# IAN KELLY

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With over 10 years of marketing experience, I have developed a versatile skill set that spans creative direction, brand development, consumer engagement, strategy & insights and team management. With this dynamic background, I've created data-driven brand & consumer experiences from concept development to market execution that align with brand values, resonate with target audiences, and leave lasting positive impressions in the marketplace.

## SKILLS

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- Brand Development
- Concept Development
- Project Management
- Data Analysis
- Retail Marketing
- Promotional Marketing
- Team Leadership & Mentorship
- Presentation
- Problem Solver
- Creative Design
- Microsoft 365
- Adobe Creative Suite

## EXPERIENCE

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### Senior Art Director

Razorfish Aug. 2021 - Jun. 2024

- Marc Anthony Brands: Managed the creation and execution of data-driven, campaigns across digital, print, social media, and experiential marketing for high-profile beverage brands, including White Claw, Mike's Hard Lemonade, and Cayman Jack, resulting in increased market presence and consumer engagement for on and off premise accounts. I led and maintained a high-performing creative team by fostering collaboration, mentorship, and a culture of trust and excellence.

### Senior Art Director

Catapult Marketing Jul. 2015 - Jan. 2021

- Pernod Ricard: I developed end-to-end shopper campaigns through print, store display, digital, and social channels, ensuring alignment with brand goals, retail guidelines and timelines for Avion Tequila and Beefeater Gin accounts.
- PurePoint Financial: Evolved the brand by creating consumer campaigns grounded in insights and market data to achieve business growth and loyalty. Campaigns were executed in broadcast, digital, social, and print media channels to resonate effectively with our audience segments.
- Frontier Communications: Developed integrated marketing campaigns designed to drive customer acquisition, retention, and brand loyalty for B2C and B2B markets through digital, print, and social channels.

### Art Director

HunterStraker Oct. 2013 - Jul. 2015

- Led the design development of in-store and digital shopper marketing campaigns by integrating shopper behavior insights, brand goals and retailer objectives for Georgia-Pacific, Clorox, Starbucks, Anheuser-Busch InBev, Purell and Vitamin Water.

## EDUCATION

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### Southern Connecticut State University

Bachelors of Science, Graphic Design