

John Kissane

Creative Director

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Portfolio: johnkissanecreative.com
Linkedin.com/in/jkissane

Award-winning creative leader with experience creating innovative and engaging integrated marketing campaigns for leading brands and clients.

- Strong leadership skills that foster breakthrough ideas and collaborative team environments
- Develop creative strategies across print, digital and video that connect with audiences, drive response and deliver measurable results

WORK EXPERIENCE

J&C · Chicago

Creative Director / July 2016 – Present

Director of Creative Services / May 2012 – July 2016

Senior Art Director / May 2006 – May 2012

Lead cross-functional teams across disciplines and client brands while contributing to new business wins and overseeing creative department operations.

- Create inspired integrated campaigns for clients that generated over \$10MM of new revenue and organic growth.
- Develop talent, manage resources and budget for multiple departments, including Creative, Project Management and Quality Control.
- Streamlined creative operations of Chicago office.
- Worked closely with executive leadership to build a positive culture that makes J&C a fun and rewarding place to work.
- Created national Medicare Advantage PPO campaign that was sent to 36,000,000 prospects and outperformed the clients long-standing control in two key metrics: Response Rate was 24% higher and Conversion Rate was 9.1% higher than the existing control.
- Increased a financial client's organic growth 100% after multiple campaigns resulted in new billings of \$200,000 over the previous year. We became their Agency of Record, beating out 10 other agencies.

TargetCom · Chicago

Senior Art Director / February 2000 – May 2006

Launched agency's first digital marketing campaign for Cancer Treatment Centers of America. Led innovation of award-winning Acura direct marketing program.

- Partnered with senior leadership and clients to establish strategies and creative solutions. Created controls and control-busting multi-channel advertising campaigns.
- Structured and executed new business programs that won new clients for the agency. Managed, trained and mentored junior creatives while guiding career growth.
- Developed and led new employee training programs.

Discover Card, Inc. · Riverwoods

Art Director / 1999 – 2000

- Expanded the brand across channels and customer touchpoints
- Responsible for design, production and client services on all projects

FCB · Chicago

Art Director / 1998 – 1999

- Created and produced direct mail advertising campaigns for high profile national clients
- Developed creative solutions that addressed advertising needs and improved customer response

Core Expertise

- Creative Team Management and Leadership
- Integrated Direct Response Marketing
- Client Relations and Retention
- Concept Development
- Project Strategy, Planning and Budget
- Project Management and Resource Allocation
- Flawless Execution
- Customer Acquisition and Retention
- Data-Driven Creative Testing
- Video & Animation
- Brand Development
- Team Building and Mentorship
- Client Presentations
- UX / UI
- Social Media
- Vendor Management

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

- Print & Collateral
- Direct Mail
- Digital
- Video Direction
- Voiceover Direction
- Photoshoots
- Copy Editing
- Broadcast
- Social Media Management
- Blog and Content Writing
- Adobe Creative Suite: Photoshop / Illustrator InDesign / Premiere Pro / Animate / Audition
- CapCut
- Figma
- PowerPoint
- Word
- ChatGPT

Awards

Echo, Tempo,
John Caples International Award

Education

Elmhurst University
Bachelor of Science

Major
Business Administration, emphasis
in Marketing and Advertising

Minor
Art

Additional education from
School of the Art Institute of Chicago

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CLIENT EXPERIENCE

Associations

AARP | American Marketing Association | CADM | National Association of Realtors
National Restaurant Association | PDRMA: Park District Risk Management Agency

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 | C2FO | Chase | Citi Commerce Solutions | Discover Card | Federal Reserve Banks | Fifth Third Bank
First North American National Bank | Fleet | Fundbox | iPay Solutions | Jack Henry | JHA Payment Solutions
Merrick Bank | Morgan Stanley Dean Witter | ProfitStars | Providian | Sears Credit Card | TrueCredit | Washington Mutual

Fuel and Auto Service

Citgo | ExxonMobil | Midas

Insurance

Allstate | The Hartford | Mutual of Omaha | Physicians Mutual

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 Food Service

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 | Intoxalock | Peapod

Telecommunications

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

Utilities and Energy Providers

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