

KERRY

BOGANWRIGHT

STRATEGICALLY-ROOTED *storytelling*

EDUCATION

COLUMBUS COLLEGE OF ART & DESIGN
BFA, Advertising & Graphic Design, Copywriting

SKILLS

ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP
ADOBE INDESIGN
ADOBE AFTER EFFECTS

VOLUNTEER WORK

FRANKLINTON ARTS DISTRICT

STRATEGY
OCT '23 - PRESENT

MARKETING CHAIR, SCRAWL 15
APR '21 - AUG '21

934 GALLERY

934 FEST PLANNING, GALLERY SUPPORT
JUN '22 - PRESENT

COLUMBUS MUSEUM OF ART

WONDERBALL '23, MARKETING COMMITTEE
JAN '23 - MAY '23

WILD GOOSE CREATIVE

COMMUNITY ENGAGEMENT COMMITTEE
APR '21 - JUN '22

CONTACT

✉ KERRYBOGANWRIGHT@GMAIL.COM

☎ +1.614.623.2283

🌐 KERRYBOGANWRIGHT.COM

ABOUT

Experienced multidisciplinary creative with a focus on **BRAND STRATEGY AND CREATIVE DIRECTION**. Over 7 years of industry and agency experience, contributing to successful campaigns for global brands across various sectors – **FASHION, HOSPITALITY, BEAUTY, TECH, SPIRITS, PHARMACEUTICALS, GOVERNMENT, AND NONPROFITS**. Demonstrated ability to generate impactful creative concepts, collaborating effectively with internal teams and external partners for the execution of B2C campaigns. A skilled storyteller with a diverse expertise, **SPEARHEADING THE DEVELOPMENT OF INNOVATIVE CAMPAIGNS SPANNING CONTENT, MULTIMEDIA, SOCIAL MEDIA, AND EXPERIENTIAL MARKETING**.

WORK EXPERIENCE

FREELANCE MARKETER CREATIVE STRATEGIST & CREATIVE DIRECTOR

MAR '21 - PRESENT · MAR '20 - AUG '21 · COLUMBUS, OH

Lead end-to-end concept, development, and execution of integrated campaigns across categories. Provide varied services, including brand positioning, launch tactics, experiential programming, strategic partnerships, and guerrilla tactics. **Bridge strategy and design** to deliver cohesive, conceptual narratives. **Provide multi-lens consultation**, offering scalable solutions tailored to project intricacies. **Collaborate with fabricators, agencies, and vendors** to generate cohesive brand experiences and executions.

KEY CLIENTS: City of Columbus – Zone In & LinkUS, Hilton, Jorgensen Farms, Gather Coffee, LivSO.

COLUMBUS COLLEGE OF ART & DESIGN PROFESSOR, ADVERTISING – SENIOR CAPSTONE & STRATEGY

AUG '23 - PRESENT · COLUMBUS, OH

Develop and teach curriculum for two courses, senior capstone and strategy in the advertising department. **Implement innovative, tailored teaching methods** to enhance student engagement and understanding. **Establish partnerships with local businesses** to create real-world learning opportunities for students. **Establish and maintain relationships with community leaders** and influencers to enhance collaboration opportunities. **Mentor and advise students** on academic and career-related matters.

PRESENTLY

HÖN CANNABIS, MOTIVE CBD CREATIVE LEAD, DESIGNER

AUG '21 - AUG '22 · WESTERVILLE, OH

Led creative for three brands – **brand strategy, creative direction, and design** – anticipating needs across several companies while operating from and managing through an omniscient perspective. **Strategized brand positioning, experiential tactics, and messaging pillars** for all brands and **art directed new, strategically-grounded visual approaches** – brand experiences, point of sale, photography, and design applications. **Designed materials through several channels** – print, packaging, digital, collateral, event, display, and social media. **Coordinated with vendors** to ensure proper production – event and display structures, packaging, print, and collateral. **Managed the creative team** – assessed strengths and delegated accordingly, project managed tasks, tracked progress, and provided thoughtful, productive feedback.

MISSION MEDIA DESIGNER

MAY '18 - MAR '20 · BROOKLYN, NY

Concepted and art directed 360 ad campaigns across categories, including CPGs, tech, spirits, fashion, beauty, lifestyle, pharmaceuticals, non-profits; activations, programming, guerilla tactics, PR stunts, and video content. **Led client meetings and communications** during the creative process with a focus on addressing feedback, pivots and multi-channel approaches. **Designed multi-channel materials** – environmental, digital, print, social, and motion graphics – in collaboration with creative, account, social, and copywriting teams.

KEY CLIENTS: Nike, Estée Lauder, Unilever, Peroni, Fekkai, Dr. Seuss, Allergan.