

KEVIN MCGRAW • WRITER/CREATIVE DIRECTOR
708 214 6797 • kmc@mindspring.com

SYNOPSIS

Passionate and prolific idea generator with broad discipline and category experience. Collaborative and powerful relationship builder. Author of original creative output that tells a brand's unique story and motivates audiences to engage.

SKILLS/QUALIFICATIONS

- Background in both copy and art, with keen understanding of how to effectively combine verbal and visual nomenclatures
- Proficient in crafting strategically sound creative content
- High-energy positive thinker, consistently exhibits upbeat attitude and outlook
- Able to deliver congruent brand experiences across all communication channels, including digital, print, promotional, video and event
- Provides solid leadership anchored by open, inclusive management style
- Extensive experience working cross-functionally with multi-level professionals, outside vendors, and clients
- Accepts ownership of roles and responsibilities with transparent accountability
- Keeps projects on-strategy, on-budget and on-time

EXPERIENCE

Chempetitive Group CHICAGO IL

Senior Copywriter • *June 2015 to present*

GE Healthcare Life Sciences, Pfizer CentreOne, ANGUS Chemical Company, Gilson and more • *Branding, IMC, digital, websites, content generation, trade and event marketing*

Slack and Company CHICAGO IL

Senior Copywriter • *December 2010 to April 2015*

Ingredion, AEM, Gates Corporation, Invenergy, LinkedIn, Google and more • *Branding, integrated b2b marketing communications, demand generation, trade and event marketing*

Flaming Hoop Creative DOWNERS GROVE IL

Creative Director • *May 2005 to present*

Direct-to-Client • *Strategic branding, concepting, creative direction, copy & art*
Agency • *Ideation, brand personality & voice, copywriting, content generation*

Hamilton Communications CHICAGO IL

Senior Copywriter • *September 2009 to February 2010*

Baxter, Covidien, AstraZeneca • *Marketing, branding, patient programs*

Boomm Marketing & Communications WESTCHESTER IL

Copy Director • *June 2008 to October 2008*

Alcan Packaging, Pilgrim's Pride Foodservice, Kronos Foods, Inc., Premium Ingredients International • *Copy direction, content generation, copy styles*

MSI Chicago CHICAGO IL

Senior Copywriter • *October 2007 to April 2008*

Sam's Club Member's Mark • *Brand building, b2b & consumer advertising*
The Home Depot • *Retail, in-store merchandising, direct mail*
Wahl Clippers • *Trade advertising, packaging, trade show*
Kmart • *Product development, branding, naming, tone-of-voice*

Marketing Resources, Inc. CHICAGO IL

Creative Director • *December 2002 to May 2005*

Frito-Lay Ruffles • *Gold Reggie Award winner, online promotions*
Dodge • *Integrated print and web campaigns*
James & Sons • *Broadcast radio, print, outdoor, retail promotions, web development—
authored ground-breaking "Where Forever Begins" brand launch*

Robinson & Maites CHICAGO IL

Associate Creative Director/Creative Director • *July 1997 to June 2001*

GTE (Verizon) • *Acquisition and retention direct mail, direct response advertising*
Barton Brands • *Print, outdoor, retail merchandising, promotions*
S.C. Johnson • *Direct mail, print, FSI*

The Marketing Store WESTMONT IL

Director of Campaign Creative • *April 1996 to April 1997*

McDonald's/Disney • *Leveraged historic global alliance through creative promotional
programs supporting entertainment properties such as "Hercules" and
"101 Dalmatians"*

McGraw Studio CHICAGO AND BROOKFIELD IL

Graphic Designer/Art Director • *January 1984 to April 1996*

McDonald's • *Designed Olympic Logo for McDonald's global sponsorship*
The National Basketball Association (NBA) • *Rendered logo and uniform designs for the
Phoenix Suns, New York Knicks, Sacramento Kings, among others*

EDUCATION

Illinois State University • *NORMAL, IL • Bachelor's in Art*

APPLICATION PROFICIENCIES

Microsoft Office (Word, Excel, PowerPoint) • Adobe CS (Photoshop, Illustrator, InDesign, Acrobat)

REFERENCES

Available upon request