

Josh Kell

Left-Brained + Right-Brained Creative, Brand Builder joshkelldidthis.com

Contact

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A: 625 Chelsea - Kirkwood, MO – 63122

Experience

VP, Executive Creative Director

5/15 – current

SW:TCH

St. Louis, MO

Advertising, Digital Engagement, Experiential, Consumer Engagement, AR/VR, Social Media and Shopper Marketing for:

ABInBev/Anheuser-Busch, Kimberly Clark, Lindenwood University, Spire Energy, Bosch, Sparkling Ice, 5-Hour Energy, FedEx, Wells Fargo Advisors, Maui Jim, Enterprise Rental Car, New Business and more

Primarily responsible for running The Creative Shop, which has its own P&L and staffing model separate from the rest of the agency. Also responsible for leading, creating, developing, and managing all the creative work across Switch's portfolio. The work results in meaningful human experiences that entertain, engage, educate, and connect with audiences, ultimately changing feelings and behaviors. Was responsible for repositioning the agency, and as a member of the Sr. Leadership Team I'm responsible for other crucial agency decisions, including staffing, financials and short and long-term planning.

Group Creative Director

5/13 – 9/14

VML

Kansas City, MO

Digital Engagement, Branded Content, Social Media and Strategy for:

Gatorade

Responsible for leading and managing the Gatorade team, developing digital and social strategy along with yearlong planning, strengthening client relationships, creative and strategic conceiving, presenting concepts, working closely with cross-agency partners, developing the creative and account talents at the agency, employee reviews, leading weekly team meetings and building a stronger team culture.

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VP, Creative Director

9/10 – 4/13

GROUP360 Worldwide (now We Are Alexander)

St. Louis, MO

Advertising, Digital Engagement, Social Media, Branded Content, Mobile, Shopper Marketing, Experiential, Branding and Strategy, for:

ABInBev/Anheuser-Busch, Dr. Pepper Snapple Group

Responsible for leading and managing the ABInBev team, developing brand strategy and yearlong planning for over 15 different brands, strengthening client relationships, creative and strategic concepting, developing complete communication strategies for each brand, presenting concepts and developing the creative talents at the agency.

Creative Director

5/08 – 8/10

white_space

St. Louis, MO

Advertising, Digital Engagement, Shopper Marketing, Branding and Strategy For:

ABInBev, St. Louis Rams, 901 Tequila, Thatcher's Organic Artisan Liqueur, The JCC, ICW Group Insurance Companies, Lender's One Co-op, and new business

Responsible for developing brand strategy and yearlong planning, strengthening client relationships, creative and strategic concepting and writing, developing communication strategies, presenting concepts and developing new business.

Creative Director

11/03 – 4/08

Arc Worldwide

Chicago, IL

Advertising, Shopper Marketing, Digital Engagement, Strategy For:

Comcast, Miller Lite, MGD, Coca-Cola, United Airlines, Jose Cuervo, Visa, McDonald's, and new business

Worked on and led new business wins for Miller Brewing Co. and Comcast. Responsible for managing core teams, developing brand strategy and consumer communications, strengthening client relationships, creative and strategic concepting and writing, presenting concepts and employee development.

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Marketing Manager
Catalina Health Resource
St. Louis, MO

8/02 – 10/03

Duties included helping redefine Catalina Health Resource's brand positioning and taking that new positioning to market with an integrated campaign across multiple touchpoints.

Copywriter
The Zipatoni Co.
St. Louis, MO

6/99 – 8/02

Advertising, Consumer Promotions, Integrated Marketing For:
Miller Brewing Co., BACARDI, Kinko's, and new business

Duties included creative and strategic conceiving and writing, proof reading, concept presentations and leading brainstorm.

Education

Bachelor of Journalism in Advertising
University of Missouri, School of Journalism

8/95 - 5/99

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