

keith manzella

CREATIVE DIRECTOR

Contact

KMManzella@Gmail.com



KeithManzella.com



Keith Manzella is an accomplished **Creative Director** who specializes in **CPG marketing, package design, social media content creation** and **entertainment and youth marketing and promotions**. During his career, he has provided **thought leadership** and **strategically designed creative solutions** across multiple channels to some of the most popular consumer product and media related brands, including **Post Foods** and **Marvel Entertainment Group** to name a few.

Tools



Skill Sets

Creative Team Leadership



Package Design



CPG, In-Store & Shopper Marketing



Ideation & Brainstorming



Social Media Content Creation



Consumer Promotions



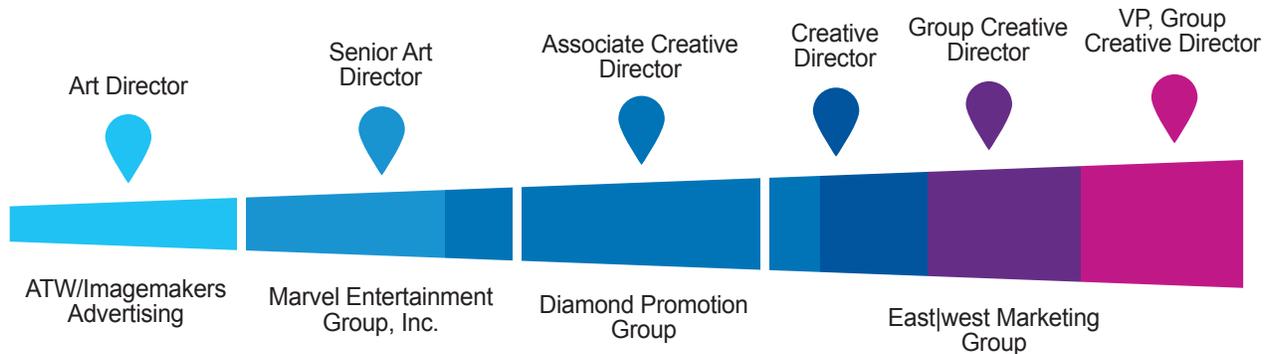
Logo Design & Branding



Creative Presentation Lead



Experience



Education



Saint John's University: BFA



NYU Continuing Education: Social Media

Educator



Adjunct Professor SVA Continuing Education

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www.KeithManzella.com

Strengths

- **Accomplished Creative Director experienced in branding, concept development, packaging, social media, partnership and in-store marketing, and youth and entertainment consumer promotions.**
- **Innovative concept, strategic design and copy talents, as well as exceptional presentation and client relationship skills.**
- **Proven ability to lead, motivate and inspire creative teams as well as manage external resources.**
- **Detail-oriented, strategic thinker with excellent managerial, organizational, multitasking and time management skills.**
- **Proficiency in: Photoshop, Illustrator, InDesign and Keynote. Working knowledge of Flash and HTML.**

Experience

2010 - Present

East|west Marketing Group, NYC - VP, Group Creative Director

Responsibilities:

- Provide creative solutions across multiple channels for clients, including Post Foods, Pinnacle Foods and Ricola.
- Establish vision, lead and motivate creative team in translating marketing objectives into creative strategies while maintaining brand standards.
- Ensure that creative team meets objectives of project briefs with respect to execution, timing, branding and relevance to target audience.
- Partner with Concept Writer and Copywriter to generate strategic promotional concepts and rationales.
- Partner with Account Executives to develop budgets, review project briefs, establish schedules and manage client relationships.
- Act as lead creative contact and presenter to clients, drive new project briefings and collaborate on concept decks and new business pitches to existing and prospective clients.

Accomplishments:

- Instituted East|west's social media initiative, resulting in new agency revenue.
- Serve as lead Social Content Creator for Pinnacle Foods' Hungry-Man, Aunt Jemima and Lender's brands.
- Developed integrated marketing campaign and creative strategy for Pinnacle Foods' Hungry-Man brand, engaging consumers in multiple touchpoints resulting in sales increases, changed consumer brand perceptions and earned media attention.
- Success of Hungry-Man campaign resulted in Aunt Jemima, Mrs. Paul's, Armour and Lender's new business wins.
- Creative directed Post Foods' Walmart in-store marketing and packaging initiative, enabling Post to increase market share and ultimately acquire competitor, MOM Brands.
- Initiated, wrote, and performed multimedia branding presentations for Post Foods, educating new Brand Managers on Post's brands and history. Delivered expanded version as Keynote Speaker at Post's 2014 National Sales Conference. Digital version is currently required viewing for all new Post employees.
- Collaborate with entertainment companies, including Disney•Pixar, Sony Pictures, DreamWorks, Blue Sky Studios, Sesame Workshop and Warner Bros. to design and launch licensed and branded CPG products for Post Foods.

2000 - 2010

East|west Marketing Group, NYC - Creative Director

Responsibilities:

- Provide creative solutions across multiple channels for clients, including Post Foods, Kraft Foods, Nickelodeon, Warner Bros., Paramount, Universal Studios, Discovery Kids and Animal Planet.
- Establish vision, lead and motivate creative team in translating marketing objectives into creative strategies while maintaining brand standards.

Accomplishments:

- Promoted to Creative Director to hire and lead creative staff for newly formed NYC based team servicing the L.A. office and clients, including Warner Bros., Paramount and Universal Studios.
- Grew East|west's packaging discipline beyond promotions to include core packaging, resulting in East|west becoming lead core and promotional packaging agency for Post's kids brands and garnering new CPG packaging work for agency overall.
- Led interactive concept pitch to Nickelodeon resulting in new client win for agency and revenue growth for newly formed interactive department.
- Acted as creative head to newly formed interactive department, managing on-staff designers as well as freelance programmers, designing banners and promotional sitelets for Nickelodeon and Post Foods.

Experience cont.

1998 - 2000

East|west Marketing Group, NYC - Associate Creative Director

Responsibilities:

- Assisted Creative Director in providing creative solutions across multiple channels for Kraft Foods brands, including Nabisco, Post Cereals, Planters, Kraft Singles, Mac and Cheese and Jell-O to name a few.
- Partnered with Creative Director to lead creative team, ideate promotional concepts and design solutions.

Accomplishments:

- Creative directed the most successful test drive campaign in Kia Motors history, leveraging an existing DreamWorks partner relationship, creating awareness and driving sales for both partners.
- Ideated and designed strategic promotional solutions helping East|west become the lead promotional packaging and design agency for Kraft Foods across multiple brands.

1997 - 1998

Diamond Promotion Group, NYC - Associate Creative Director

Responsibilities:

- Collaborated with Creative Director and Copywriter to concept innovative in-store marketing, advertising and promotional programs for clients, which included Mystic Beverages, Carvel and American Express.
- Partnered with Account Executives in managing projects and client relationships.

Accomplishments:

- Partnered with Creative Director to concept, design and present in-store and promotional programs for Mystic Beverages, directly increasing work assigned to agency.

1995 - 1997

Marvel Entertainment Group, Inc., NYC - Associate Creative Director, Corporate Marketing and Promotions

Responsibilities:

- Led creative team to generate award-winning concepts and creative solutions that leveraged Marvel Entertainment Group's properties to create strategic alliance partnerships with Nabisco, SmithKline, Quaker, Colgate-Palmolive, General Mills, Kmart and Toys "R" Us.
- Partnered with VP of Marketing, VP of Sales and Account Executives to discuss and concept new promotional partnership opportunities, lead concept and creative presentations to clients and provide vision to creative team in executing innovative creative solutions.
- Oversaw creative executed by partnering brand's advertising and promotional agencies to ensure Marvel's brand standards were upheld.

Accomplishments:

- Led in-house creative team of five art directors, to concept and execute award-winning advertising, marketing campaigns and consumer promotions so successful for our partners, they resulted in multiple repeat promotions and lasting client relationships.
- Leveraged Marvel's equity to design and launch multiple branded and licensed CPG products in-store.
- Expanded promotion department's creative services offerings to entire company, thus increasing exposure, workload and department revenue, dramatically decreasing previously outsourced creative.
- Partnered with VP of Marketing to create sales presentations and marketing materials for Marvel's upfront events showcasing new animated shows to potential advertisers and promotional partners.

1993 - 1995

Marvel Entertainment Group, Inc., NYC - Senior Art Director

Responsibilities:

- Collaborated with Creative Director to generate in-house advertising campaigns as well as concept and execute partnership marketing initiatives, consumer promotions and branded and licensed CPG products.

1989 - 1993

ATW/Imagemakers Advertising, NYC & CT - Art Director

Responsibilities:

- Worked directly with Senior Art Director and Creative Director to brainstorm and execute advertising campaigns across multiple mediums, including magazines, brochures, direct mail, TV and radio for clients, including Hyatt Hotels and Easy Spirit.

Education

Saint John's University - BFA Degree
NYU Continuing Education - Social Media