

KEVIN M. JOHNSON

436 W. Pico Road Palm Springs, CA 92262 312|802-0284

markevin13@gmail.com

EXPERIENCE

Wire Stone May, 2014 – Present

ACCOUNT DIRECTOR

CLIENTS: *Hewlett Packard Enterprise, VMware, CHEF*

- Client Engagement lead directing teams who deliver creativity through custom technology solutions on behalf of a portfolio of SaaS businesses accounting for ~\$10MM in agency revenue
 - Own and guide the agency's overall strategic vision and growth plans for my book of business
 - Increased account revenue by 25% YOY and increased margins by 15%
- Lead the strategic, creative, UX strategy/design and custom software development for HPE Executive Briefing Center experiences built in New York, Palo Alto and London to drive engagement and sales to C-Suite executives
 - Translated that technology to execute a pop-up version of the experience for HPE at the 2015 World Economic Forum in Davos, Switzerland
- Drove the strategic, UX, creative and technical development of CHEF's on-line learning website targeting the Development Operations community that resulted in +7.25% new registered users, +15% page views, 24.5% average session length and -41% bounce rate within the first week of launch
- Own the relationships and manage the teams developing sales enablement strategies, programs and materials across HPE and VMWare's suite of Enterprise products and solutions

Burrell Communications 2008 – May, 2014

ACCOUNT DIRECTOR

CLIENT: *Procter & Gamble, Allstate Insurance Co. and Ad Council*

- Responsible for overall Client relationship, profitability and growth through identification, development and execution of in-culture initiatives with a focus on digital platforms
- Provided digital and social strategic insights and leadership in first ever Tide social media initiative targeting millennial consumers
- Lead the agency team in the identification and execution of music strategy for Pampers leveraging celebrity talent and custom Facebook application development
- Developed and executed Give Back Day; Allstate's Corporate Social Responsibility program that challenged consumers to partner with the brand to volunteer to improve their local communities
- Primary agency contact managing relationship with Ad Council and their clients/sponsors
 - Spearheaded the development of in-culture strategy and lead the team in development and execution of broadcast, print and digital campaign supporting Michele Obama's Let's Move initiative

MARC USA Chicago, IL 2008

MANAGEMENT SUPERVISOR

CLIENT: *General Growth Properties*

- Senior Agency representative responsible for overall leadership and management of Client business
- Leveraged Client business knowledge and relationships to identify, develop and sell integrated marketing program for internal research division at GGP resulting in a new profit center for the Client and organic growth for Agency

Burrell Communications Chicago, IL 2007 – 2008

ACCOUNT SUPERVISOR

CLIENT: *Allstate Insurance Co.*

- Managed development and execution of African-American targeted launch for Your Choice Auto, the first major product innovation in the auto insurance category in over 20 years
- Launched branded on-line platform that unified all African-American targeted marketing activities at Allstate to drive key brand equity measures and brand consideration

Arc Worldwide (subsidiary of Leo Burnett/Publicis), Chicago, IL 2005 – 2006

ACCOUNT DIRECTOR

CLIENTS: *Whirlpool Corporation and Sara Lee Corporation*

- Lead team in the strategic planning, development and execution of cross-channel consumer promotions for Whirlpool and KitchenAid brands
- Increased Agency profit margin on Whirlpool business by 5% and increased agency revenue by 100%

MARC USA, Chicago, IL 2004 – 2005

MANAGEMENT SUPERVISOR

CLIENT: *General Growth Properties*

- Planned and directed the strategic development, creative execution and production of marketing communications for 82 shopping malls with 4 consumer-based positionings/campaigns
- Developed portfolio strategy to market premier properties to high-end retail tenants supported with advertising and business-to-business communications

Allstate Insurance Co., Northbrook, IL, 2003 – 2004

ASSISTANT PROJECT MANAGER; STRATEGIC GROWTH MARKETS

- Managed the Allstate strategic growth marketing plans in 42 local markets supported with a \$63 media million budget
- Directed Agency partners in integration with Allstate brand campaign, ensuring consistent execution of brand strategy across the marketing mix
- Led the development and execution of an integrated marketing campaign supporting Renters Insurance that resulted in a 21% increase in sales

Independent World Travel 2002 – 2003

After four and a half years at WPP owned Agencies, initiated a leave of absence to travel

- Traveled to thirty-one countries on five continents that provided the foundation for a broad, multi-cultural perspective

J Walter Thompson, Chicago, IL 2000 – 2002

PARTNER; ACCOUNT DIRECTOR

CLIENT: *Kraft Foods, North America*

- Partnered on strategic initiative that successfully integrated 8 Kraft Cheese brands under one trademark umbrella, with one marketing/communications plan and one advertising campaign
- Led development and execution of advertising that received highest ever “likeability”, ad recognition, unaided brand awareness and brand identification scores in Kraft Cheese division

Ogilvy & Mather, Chicago, IL 1997 – 2000

ACCOUNT SUPERVISOR/ACCOUNT EXECUTIVE

CLIENTS: *Sears, Roebuck & Co and Kimberly – Clark Corporation*

J. Brown & Associates (subsidiary of Grey Advertising), Chicago, IL 1994 – 1997

ASSISTANT ACCOUNT EXECUTIVE/ACCOUNT COORDINATOR

CLIENT: *Procter & Gamble*

EDUCATION

Bachelor of Arts in Journalism/Advertising August 1993
Southern Illinois University