

# KINSEY SOWAR

## ACD / CREATIVE ART DIRECTOR



www.kinseysowar.com



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### THINGS I'M PROUD OF

- Led internal creative team for cross-functional ADT brand guideline re-design across entire portfolio.
- Art Directed all ADT brand photo shoots including Google Nest partnership debut work, executed by McCann. Worked with ADT Go To Market team to build out photography library for brand and partner distribution.
- Built ADT in-house studio in Denver office, leading art direction for video and photography production.
- Created ADT social video that was so well received it was run on March Madness TV media buy.
- Creative work helped Sterling-Rice win Purina Beyond new business pitch.
- Snuck picture of my cats into David Spade's cubicle for T-Mobile shoot.
- Won Atelier Wine Label Design Competition.

### THINGS I'M GOOD AT

- Adobe Creative Suite
- Microsoft Office, Apple Keynote
- Google Docs, Slides and Sheets
- Conceptual Development
- Audience-Based Design Thinking
- Presentation Design & Delivery
- Photography Art Direction
- Learning New Things
- Coaching & Working With Others

### WORKING

#### ADT (DENVER, CO), ART DIRECTOR - CREATIVE DIRECTOR

Jan. 2021 - Dec. 2023

- Helped build in-house creative agency for \$6B leadership security brand, ADT Security, overseeing 150 projects/week from digital, social media, print, TV/web/digital video projects, brand photography and more.
- Was promoted to lead team of designers, videographers and 3D motion graphic artists, collaborating with copy team, project managers, agency partners and clients.

#### PUBLICIS NORTH AMERICA (SEATTLE, WA) - ART DIRECTOR

Feb. 2017 - Jan. 2021

- Created social, digital, OOH, print and broadcast ads for clients including T-Mobile, KEXP and Aflac.
- Proactively worked on several in-house projects to drive new business development and, internal communications.

#### STERLING RICE GROUP (BOULDER, CO) - ART DIRECTOR

Jun. 2015 - Feb. 2017

- Developed social, digital and print advertising for clients including Purina Pet Food, Almond Board of California, Potatoes USA, Daisy Brand, Brewers Association.

#### BBDO (ATLANTA, GA) - ART DIRECTION INTERN

Oct. 2014 - Dec. 2014

- Created social advertising for Voya, TV concepts for the Georgia Lottery and helped New Business Development team successfully win new client pitch.

### SCHOOLING

#### CREATIVE CIRCUS

Art direction, Design

#### THE UNIVERSITY OF GEORGIA

Bachelors Degree, Marketing