

IAN KELLY

LEADER • PROBLEM SOLVER • DESIGNER • MENTOR



PHILOSOPHY

I create brand & consumer experiences from concept to market that align with company values, resonate with target audiences, and leave a lasting positive impression. By focusing on creating unique experiences, brands can differentiate themselves, build customer loyalty, increase conversion and establish a strong, lasting identity in the market.

CONTACT

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 IanKellyCreative.com

EDUCATION

Southern Connecticut State University

Bachelors of Science, Graphic Design

Deakin University, Melbourne, Australia

Study abroad program

EXPERIENCE

Hawkeye Agency/Razorfish

Senior Art Director Aug. 2021 - Jun. 2024

Marc Anthony Brands: I created purposeful brand & consumer experiences through strategic, data-driven campaigns in order to drive business growth for White Claw, Mike's Hard Lemonade, and Cayman Jack. These campaigns were executed in multiple channels through digital, print, social, and experiential marketing.

Ready Refresh: Retain current customers through a series of engaging emails and direct mail.

Catapult Marketing/Epsilon

Senior Art Director July. 2015 - Jan. 2021

Pernod Ricard: Concept and creation of shopper marketing programs to drive conversion and brand loyalty for Avion Tequila and Beefeater Gin.

PurePoint Financial: Design and market strategy for all brand, broadcast, digital, and print media.

Frontier Communications: Creation of 360 campaigns included broadcast, radio, digital, and print.

HunterStraker

Art Director Oct. 2013 - July. 2015

Creative Direction to drive purchase by integrating strategy/insights, concepting, design, and execution.

Clients include Georgia-Pacific, Clorox, Starbucks, Purell, Anheuser-Busch InBev, and Vitamin Water.

ION Creative Design

Junior Art Director Nov. 2012 - Sept. 2013

Under the mentorship of the Creative Director/Owner, I learned the basics of marketing and design. Together, we created shopper marketing programs for Pepperidge Farms.