

# DAVID BOENSCH

Oak Park, Illinois • 312.933.6762 • workboensch.com • david.boensch@me.com

## QUALIFICATIONS PROFILE

Seasoned Creative Director equipped with an extensive background in advertising and communications. Demonstrated expertise in digital marketing. Highly skilled in the conception of comprehensive and successful social media and ad campaigns. Creative individual, utilizing proven creative strategies with favorable outcomes; implemented successful processes with big brands such as Gatorade, Quaker Oats, and Michelob. Equipped with an in-depth understanding of print, TV, and integrated marketing performing as a leader and a team player.

*Areas of expertise, design, and media...*

- Advertising
- Marketing
- Print/TV/Digital Strategies
- Ad Campaigns
- Social Media
- Design / Art Direction
- Team Management
- Brand Awareness
- Creativity / Style

## PROFESSIONAL EXPERIENCE

### **Mortenson Kim**

**Creative Director**, July 2016 – February 2018

Spearhead all operations within the creative department, overseeing daily activities of associate creative directors, copywriters, art directors, designers, and web developers. Serve as key player for campaigns and advertising for Michelob Golden Light, Hoosier Lottery, and Indianapolis Speedway. Manage production and development of advertising material, digital and social media campaigns, point of sale. Strive to optimize social media presence.

*Key Achievements:*

- Directed the successful launch of Michelob Golden Light's Minnesota Wild NHL packaging, generating a lift in stadium sales of 37%.
- Initiated ad campaign for Hoosier Lottery's Frenzy family of scratch-offs, resulting in record sales and growth year after year.
- Significantly exceeded expectations in performance through the development of social media campaigns for Michelob Golden Light, overcoming Anheuser-Busch normalcies by 200%.
- Initiated the Creative Lunch and Learned and Creative Renewal Trips.

### **VML**

**Group Creative Director**, April 2014 – March 2016

Supported establishment of the Chicago office, constructing a seven-person team to run all creative aspects of the Kellogg's Masterbrand, Special K, and Raisin Brand accounts. Joined Management Committee to aid in office operations. Piloted agency team through Google Brand Labs for Special K.

*Key Achievements:*

- Structured social engagement program to boost online traffic to website by 23% and prolong session time by eight minutes.
- Capitalized on social engagement, improving Special K campaign by 13%.
- Collaborated with Integer Group on 2016 Olympic Packaging.

## **Digitas LBi**

**Creative Director**, November 2012 – April 2014

Managed an eight-person team producing a new multichannel, creative campaign on KitchenAid, including TV, print, digital, social, and web materials. Launched KitchenAid.com, improving and maintaining site content and functionality.

### *Key Achievements:*

- Secured new business with Amana, Spice Island, and Fleischmann's.
- Created vital content campaign, resulting in a spike in KitchenAid's social media following by almost 200%.
- Increased click-through rate by three times the norm through generation of insightful digital advertising.

## **element79partners**

**Creative Director / VP**, September 2001 – September 2012

Oversaw operations of creative teams, working on brands such as Gatorade, Quaker, Tropicana, and Cap'n Crunch. Conceptualized and developed award-winning creative for brands. Acquired business with Reddi Wip, Banquet, and Parkay.

### *Key Achievements:*

- Directed the rebranding and repackaging launch of Lightlife Frozen entrees and Parkay Spreads for Conagra Foods.
- Achieved 7M views on YouTube within two-week period, along with popular media exposure with Ellen, Jimmy Kimmel, and ESPN.
- Served as key player in achieving double-digit sales for Gatorade for eight straight years.
- Employee of the Year award in 2008.

## **Additional Experience**

Senior Art Director, FCB Chicago

Creative Director / VP, Valentine Radford

Associate Creative Director, Valentine Radford

Senior Art Director, Valentine Radford

## **EDUCATION**

### **BFA, Advertising Design & Business**

Kendall College of Art & Design

### **Training & Professional Development**

VCU Brand Center – Creative Direction Seminar

Google Brand Labs – Digital Content Strategy Lab

BLP Digital Labs – Digital and Social Strategy

### **Awards / Press**

- Received Employee of the Year award in 2008 as a VP/Director
- Won at Cannes, Clios, National Addys, Effies, AICP, New York Festivals, London Festivals, and Best of Show at OMMA