



kennaekay@gmail.com
646-526-6569
kennakay.com

CORE STRENGTHS

Multi-award winning Creative Director
Brand and communications strategist
Creative team motivator
Manager of teams and strategic partnerships
Educator / mentor

OVERVIEW

- Experienced creative professional with 15+ years in the corporate media and entertainment sector.
- Oversaw annual performance and ratings growth of TV Land network (98 MM U.S. HH).
- Expert brand strategist, both in rebranding to day-to-day management across multiple platforms.
- Managed creative team: grew talent, inspired breakthrough creative, oversaw all areas of production.
- Excellent at implementing strategic marketing plans into successful multiple media marketing campaigns.
- Found and managed outside talent agencies to execute on brand equity.
- Formed, managed and grew cross-functional teams at a senior level.
- Committed advocate for design and design thinking in addressing global social challenges.

CAREER EXPERIENCE

Creative Director
Aug. 2013 - ongoing

Nicktoons / Nickelodeon, MTV Networks
New York City

- Overseeing the day-to-day operations and brand management of Nicktoons.

Principle / Creative Director
Jan. 2013 - ongoing

Catbird Studio
New York City

- Consultancy and production company crafting cross-platform sticky messages.

Creative Director (pro bono)
Feb. 2012 - Feb. 2013

ZanaAfrica (Gates Foundation funded women's empowerment NGO)
Nairobi, Kenya + New York City

- Developed and implemented new brand identity including: logo, website, identity system, newsletter system, imagery guidelines and brand guide for all future materials.
- Created and managed day-to-day materials including ancillary promotional tools, crowd-funding campaign and mobile app.
- Wrote, produced and shot a promotional video entitled "Worldwide Supporters."
- Directed and assigned brand identity and package for newly created sanitary pad including character creation and educational insert on health tips for young girls.

Vice President/ Creative Director
2002 - 2011

TV Land, MTVN Entertainment Group
New York City

- Reported to SVP, managed team of 15, \$2 million yearly budget.
- Developed and managed TV Land brand to increase revenue, drive ratings and engagement for the shows, expanded the consumer base and grew the share of market in the category of A25-54.
- Supervised day-to-day operations of the look of the brand including the direct oversight of the design and animation departments. Work included: on-air promos, advertising in all media, show packages, sales materials for ad sales and business development, overall network branding and media planning.
- Liaised with the programming, research and originals departments, as well as corporate marketing and business development.
- Oversaw all aspects of print, broadcast and interactive production.
- Planned and oversaw an array of strategic initiatives and brand extensions designed to optimize revenue generation across all platforms.
- Oversaw three network rebrands.

Creative Director
1999-2001

TV Land / Nick at Nite, MTV Networks
New York City

- Created and managed brand identities for TV Land and Nick at Nite, both on- and off-air.
- Oversaw team of art directors, designers and animators to create all promotional branding for print and broadcast.
- Art directed creation of all original show packages.

**Associate
Creative Director**
1997-1999

Nickelodeon / Nick at Nite, MTV Networks
New York City

- Repackaged the Nickelodeon on-air environment.
- Spearheaded large cross-departmental initiatives to integrate the on- and off-air environments as well as consumer campaigns with outside partners (the Kids Choice Awards with Burger King, Smell-O-Vision with Kraft Foods).
- Concepted and art directed Nickelodeon on-air promos.
- Oversaw brand maintenance of the on-air look.

Art Director
1993-1997

Art Director, Nickelodeon / Nick at Nite, MTV Networks
New York City

- Successfully completed over 200 print projects annually, on budget.
- Supervised in-house designers from concept through press check.
- Art directed outside designers and illustrators.
- Created and maintained Nickelodeon's brand identity, created the Nickelodeon logo bible.

Senior Designer
1992-1993

Nickelodeon, MTV Networks
New York City

- Designed and oversaw production of marketing and promotional materials including: stationery, invitations, T-shirts, 3-dimensional objects, cereal box promotions, as well as an MTV Networks' kinetic sculpture.

ADDITIONAL ROLES

Adjunct Professor
2004-2010

Parsons The New School for Design
New York City

- Developed curriculum and taught "Beyond The Page," an illustration class focused on self-generated assignments that expanded students' portfolios with entrepreneurial non-print pieces like toys, circus punks, wall vinyls and skateboards.
- Partnered with real world clients: Adidas, Design With Reach, Sk8 Skateboards to create viable products.

Director, National Board
2007 - 2010

AIGA, The Professional Association for Design
New York City

- Defined the organization's mission and approved operational policies for AIGA's general course.
- Developed a strategic plan to reposition AIGA and its activities into the future as a global design movement.
- Approved fiscal policy and boundaries, including budgets and financial controls.
- Ensured that the provisions of the organization's charter, bylaws and policies were being followed.
- Executive produced "Get Inspired," a promotional video for recruitment and fundraising.
- Co-Chaired GAIN, a bi-annual design and business conference.
- Drew upon personal contacts to create a notable talent roster for GAIN.

**Vice President /
board member**
2003 - 2005

AIGA NY The Professional Association for Design
New York City

- Created and programmed MOVE: design for film and television, a motion design conference.
- Achieved a 200% increase in profit.
- Produced speaker series, auction events and new business initiatives.

EDUCATION

Columbia University, MS, Strategic Communications, Fall 2014
Yale University, School of Management, Executive Program, New Haven, CT
Parsons The New School For Design, Illustration, Dean's List, New York, NY
University of North Carolina, B. A. International Studies, Dean's List, Chapel Hill, NC

AWARDS

Art Directors Club, Broadcast Designers Association, Communication Arts, CTAM Mark Award Gold, Creativity Award, D&AD, Print Regional, Promotion Marketing Association. (See website for full details/list)

SKILLS

Adobe Creative Suite: Photoshop, Illustrator, In Design, video production workflow, Final Cut Pro.