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CORE STRENGTHS

Multi-award winning Creative Director
Brand and communications strategist
Creative team motivator
Manager of 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. H.H.)
- Expert brand strategist, across multiple platforms
- Managed creative team: grew talent, inspired creative, oversaw all areas of production
- Managed and recruited 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

**Design Director
(consulting)**
Jan. - Present

Nicktoons / Nickelodeon
New York City

- Overseeing the Nicktoons channel rebrand and launch of new programming block

**Design Director
(interim)**
Aug. 2013 - Dec. 2013

Nicktoons / Nickelodeon
New York City

- Oversaw day-to-day operations and brand management of Nicktoons

Creative Director
Feb. 2012 - Feb. 2013

ZanaAfrica (Gates Foundation funded womens 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 MM yearly budget
- Developed and managed TV Land brand to increase revenue, drive ratings and engagement, 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, materials for ad sales and business development, overall network branding and media planning
- Liaised with the programming, research and originals departments, represented creative to Presidents' direct reports insuring strategic alignment between business and creative
- 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
- 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 with outside partners
- 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
- 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
2004-2011

Parsons The New School for Design
New York City

- Developed curriculum and taught "Beyond The Page," an illustration class focused on self-generated assignments. Students expanded their 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 - 2011

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 as a global design movement
- Ensured by-law and policy compliance
- Executive produced "Get Inspired", a recruitment and fundraising video
- Co-Chaired GAIN, a bi-annual design and business conference

**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