

JENNIFER KOZIOL
CREATIVE DIRECTOR
jennifer_koziol@yahoo.com
917.687.6990

Experienced in utilizing strategic and conceptual thinking to create well thought-out digital marketing materials that achieve objectives and produce results. Energetic leader, thinker and collaborator that thrives in a team environment. Creative problem solver that focuses on client goals, attention to detail and effective solutions.

FREELANCE CREATIVE DIRECTION LOS ANGELES 08.10/PRESENT

SCHEMATIC LOS ANGELES 09.05/08.10

Senior Creative Director / Group Manager, Brand Marketing Creative lead managing Target; one of Schematic's largest accounts. Instrumental in growing relationship from one project to \$7MM in 4 years. Oversaw diverse creative teams in multiple offices creating break-thru campaigns for new product launches. Defined strategy and redesign of global site structures. Lead development of next generation site innovation and multichannel strategy, including mobile and in-store digital. Determined Target's annual holiday online campaign creative strategy and execution. Other responsibilities included new business initiatives, employee development, mentoring and hiring within Brand Marketing Group and crafting internal creative process.

DRAFTFCB [DRAFTDIGITAL] NEW YORK 07.01/08.05

Associate Creative Director Lead a team of designers, copywriters and developers in creating effective results-driven creative for interactive division of Draft, a leading direct-marketing agency (an IPG company). Responsibilities included strategic and conceptual thinking, fostering client relationships, resource planning, and mentoring junior team members. Clients include; Verizon Wireless, Snuggle, Wisk, Degree, PA Workforce, Johnson & Johnson, Knoll and Audi.

THE ARNELL GROUP [SURGE INTERACTIVE] NEW YORK 04.00/07.01

Art Director Collaborated with copywriters, designers, and information architects in conception, design, and development for brand websites. Translated offline campaigns into engaging online experiences for clients such as conEdison, Rockport, Nexium, Artland, Clear Channel and Jose Cuervo.

US INTERACTIVE LOS ANGELES/NEW YORK 03.99/04.00

Senior Designer Led design and development of creative as well as site architecture for a variety of corporate and e-commerce websites, including the first online store for adidas.

UNIVERSAL STUDIOS ONLINE LOS ANGELES 10.97/03.99

Graphic Designer Worked closely with art directors to conceptualize and execute creative for entertainment focused websites, interactive games and print materials. Websites for Universal Studios properties included; Xena, Hercules, Universal Home Video and Universal Chat.

CYBER STUDIOS, LOS ANGELES 05.96/10.97

Graphic Designer Created brand identities, designed websites, developed marketing campaigns and produced materials for client pitches, while managing a small production staff.

SIN DU•DA CONTEMPORARY EXHIBITIONS 03.97/04.98

Cofounder Established an exhibition space dedicated to exposing emerging artists to the public.

Education Otis College of Art and Design, Los Angeles, BFA, Painting

Awards Interactive Emmy Award, John Caples Awards, DMA ECHO Awards, AD:TECH Awards, Internet Advertising Competition Award, Web Awards.