



Kevin Zengel // Creative Director • Copywriter // [kevin@goodlordzengel.com](mailto:kevin@goodlordzengel.com) // 303.906.6856

## Experience

### VP, Associate Creative Director

[Havas Mango](#) // 06/2021 - Present

- » Concept, pitch, and produce as a constant client-facing leader for partners including Nestle (Product Launch), UCB (360 Campaign), Red Cross (Experiential), and more.
- » Co-create the Havas Mango brand from scratch, establishing brand standards and endless social content, decks, reports, and more. +4 major clients pitched/won since '21.
- » Manage and provide constructive feedback to Senior, Mid, Junior, and Intern creatives (~20) regarding creative across multiple Havas network locations coast-to-coast.

### Co-Founder, Creative Director

[Ronin Creative Co.](#) // 08/2016 - Present

- » Connect and engage blue-chip brands to sell and produce creative content—clients include Yale University (Capital Campaign), ESPN+ (Growth Marketing), and more.
- » Source multiple category specialists and industry talents since '16 for various freelance projects at all levels of production. ~12 clients landed, 8 teammates scaled.
- » Concept and develop everything from one-off ads to wide-release marketing campaigns—writing/producing endless spots for clients like 2K Games (*WWE 2K22*).

### Associate Creative Director • Senior Copywriter

[160over90](#) // 09/2017 - 06/2021

- » Served as copy lead from pitch to production for Under Armour (Social), UCLA (360), Paramount Pictures (Executional), LA Chargers (Branding), and countless more.
- » Wrote the University of Arizona's Wonder Makes Us OOH and digital campaigns in Year 1—led the entire creative campaign in Year 2. +\$303M increase in 2020-22 tuition.
- » Managed/mentored Junior-Senior creatives (~10) regarding copy, career, creative, and digital skills across our agency's 4 national offices from the CA and FL locations.

### Copywriter

[Disney's Yellow Shoes](#) // 01/2015 - 06/2016

- » Led copy for multiple Parks' campaigns including *The Grand Adventure* (55+ Demographic), *Disney Meetings* (Corporate Program), and the *Disney Youth Education Series*.
- » Named and conceptualized *Star Wars: Season of the Force*—a global, multi-year Parks event that ultimately became *Galaxy's Edge*. +1.5M increase in 2015 Park attendance.
- » Managed/mentored Associates and Interns (~6) regarding copy, creative, digital, and career skills over the course of multiple internship and contract periods.

### Lightning Round

**Copywriter**, [Red Square Agency](#), 08/2013 - 01/2015 // Clients: Hard Rock Hotels & Casinos, Bertram Yachts, Pisco Portón, Hibbett Sports, Hix Snedeker

**Freelance Copywriter**, [Evolution Bureau](#), 07/2013 - 08/2013 // Client: MiO Water Enhancer

**Junior Copywriter**, [Disney's Yellow Shoes](#), 01/2013 - 06/2013 // Clients: Disney Parks, Disney Cruise Line, Lucasfilm Ltd.

**Student Copywriter**, [Martin Agency](#), 12/2009 - 01/2010 // Client: GEICO Auto Insurance

## Education

University of Colorado, 2011 - 2013 [Master's // Strategic Communications Design](#)

Saint Leo University, 2006 - 2010 [Bachelor's // Marketing Major, Management Minor](#)

Miami Ad School, 2022 - 2023 [Accelerator // Creative Director Program](#)

## Stuff that doesn't really belong on a resume

[My proudest achievement is Eagle Scout](#)

[I'm an MIT-certified Aerospace Engineer](#)

[I'm a semi-active High Life Reverend \(3 weddings\)](#)

[I'm an MBA-specific mentor at Cal State Long Beach](#)

[I'm a silver-medalist triathlete who isn't particularly good](#)

[I'm an Honorary Deckhand on the Svea, 2x J-Class Champion](#)

[I was once recognized as a "good kid" by James Gandolfini](#)

[I left my last job to join an offroad Mexican racing team](#)

[I was the 4th best Batman in the Australia](#)

[I'm a bonafide Scottish Lord](#)

## The occasional award(s)

2023 w3 Awards: Gold // "The First Metaverse Internship in the World"

2023 LinkedIn for Creators // Top Copywriting Voice

2022 Clio Awards: Bronze // WWE 2K22 "It Hits Different"

2020 Clio Awards: Featured Creative // Muse on Talent

2016 ADDY Awards: Silver (2x) // Disney "Earmarked Awards"

2015 ADDY Awards: Gold // Hibbett Sports "Heart Walk"

2015 ADDY Awards: Silver // Bertram Yachts "Hell or High Water"

2014 Webby Awards: Finalist // Red Square Agency "rsq.com"

2014 ADDY Awards: Gold (3x) // Red Square Agency "rsq.com"

2013 CSS Design Awards: Best of 404 // Red Square Agency "rsq.com"

## Skills

Copywriting, Creative Direction, Concepting, Campaigns, Content Writing, Creative Development, Pitches, Presentations, Production, Organic Social, Paid Social, Digital, Online Video, TV, CRM, Print, Collateral, Retail, OOH, Experiential, Influencer Marketing, Design Direction, Constructive Feedback, Time Management, Direct Response, Advertising, Marketing, Artificial Intelligence, ChatGPT, DALL-E 2, Web3, NFTs, Metaverse, Branding, Brand Identity, Brand Voice, Design Systems, Brand Partnerships... all that and halfway decent with HTML5, CSS3, jQuery, Adobe Creative Suite—I'm also an absolute dynamo at figuring stuff out via YouTube and ChatGPT.