



Kevin Zengel // Creative Director • Copywriter // kevin@goodlordzengel.com // 303.906.6856

Experience

VP, Associate Creative Director

[Havas](#) // 07/2021 - Present

- Concept, pitch, and produce as a constant client-facing leader for partners including Nestlé (product launch), UCB (360 campaign), Red Cross (experiential), and more.
- 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 - 07/2021

- 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 - 07/2016

- 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 [Master's // Strategic Communications Design](#)

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

Maven Learning [Postgrad // Generative AI: Midjourney for Creatives](#)

The occasional award(s)

2023 Business Insider // Top 30 Rising Stars of Madison Avenue

2023 LinkedIn for Creators // Top Copywriting Voice

2023 w3 Awards: Gold (3x) // Havas "The First Metaverse Internship in the World"

2023 Clio Awards: Shortlist // Blazy Susan "Not-So-Barbie"

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

2021 Addy Awards: Gold // University of Arizona "Wonder Makes Us"

2020 Clio Awards: Featured Creative // Muse on Talent

2016 Addy Awards: Silver // Bertram Yachts "Hell or High Water"

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

[+ many more shiny objects on my site](#)

Stuff that doesn't really belong on a resume

[My proudest achievement is Eagle Scout](#)

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

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

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

[I'm a 3x silver-medalist triathlete who isn't particularly good](#)

[I'm an Honorary Deckhand on the Svea, 4x J-Class Champion](#)

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

[I was on a pit crew for an offroad Mexican racing team](#)

[I was among the top 100 Batmen in the world](#)

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

Skills

Copywriting, Creative Direction, Creative Development, Creative Strategy, Strategic Insights, Business Insights, Campaigns, Marketing, Digital Marketing, Integrated Marketing, Influencer Marketing, Paid Social, Organic Social, CRM, Online Video, TV, Print Media, Retail, OOH, Experiential, Advertising, Branding, Brand Identity, Brand Voice, Design Direction, Constructive Feedback, Time Management, Direct Response,, Artificial Intelligence, ChatGPT, DALL-E, Web3, NFTs, Metaverse, Design Systems, Brand Partnerships, HTML5, CSS3, jQuery, Adobe Creative Suite—and I can figure nearly anything out via YouTube, ChatGPT, and Lynda (now LinkedIn Learning).