



Patrick Sean Kelley

PATRICK SEAN KELLEY

CHIEF CREATIVE OFFICER

12010 Winners Circle • Carmel IN • 46032 • patrickskelley2013@gmail.com • 317.698.7048.



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CREATIVE

OFFICER

Dear Sir or Madam,

I hope this message finds you well. With over 20-plus years in the business of creative advertising from consumer to pharmaceutical brands, I've certainly seen and experienced much. And one certainty remains the same—time is a coveted commodity and I appreciate yours.

My name is Patrick Sean Kelley, a hands-on, roll-up-the-sleeves type of creative (copywriting is my core) and leader. Influencing the ever more elusive target audiences across a wide variety of platforms and channels, is my passion. And I'm more than fluent in speaking "creative." Meaning, I've run creative teams and departments my entire career and understand what it takes to both build and advance creative talent to meet my customer's most critical expectations as it pertains to their unique brand, value proposition, and business needs.



M Y B R A N D P R O M I S E

In all I do, I pride myself on the work we do. More importantly, the work we do on behalf of the customers we serve. And to exceed customer goals one must first have a deep understanding of brand, the audience of target, and the innate ability to deliver on-brand creative "Big Ideas" with a unified story arc to message across all channels. And in the chaotic channels of today, both your driver and destination vehicles better resonate at every critical touchpoint, or your message will be lost forever in a sea of marketing mush. To truly be successful, you must first learn to speak with your audience, not at them in all you create and deliver. Which may be one of the most important points I've learned in all my years in this thing we call advertising. Now, I can only hope for the opportunity to share that experience, with your organization.

So, thank you once more for your time and please do peruse the enclosed resume and a select samples of my creative work (portfolio link below for a deeper dive into my work). And if the opportunity should arise, I would like nothing more than to share my creative story with you in person and perhaps one day, even write a few new chapters together, as well.

Best,

A handwritten signature in black ink, reading 'P. S. Kelley', written over a light grey background.

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CREATIVE BRAND EXPERIENCE



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ACUTELY accomplished in all third-party technology based vendor relations

DEMONSTRATIVE achievements in building/nurturing brands in a multi-channel environment

DISCIPLINED adherence to strategy in all design and creative development

"If the creative is not on strategy, it's not on the table."

EMINENTLY impassioned, idea first, creative visionary and brand strategist

INSTRUCTIVE yet inspirational creative team and creative department development



A T A G L A N C E E X P E R I E N C E

NEW BUSINESS virtuoso, complete customer focus and dynamic presenter

PERSUASIVE "across the aisle" agency and customer relation skills

PROFICIENCY in producing fully integrated, UI/UX focused, 360-branded creative solutions

PROFOUND capabilities in developing branded driver and destination experiences

TWENTY-plus years originating award winning creative across Consumer and Pharmaceutical platforms

VALIDATED "hands-on" departmental leadership, management and creative mentoring

VOLUMINOUS B2B, B2C, B2E and Pharmaceutical brand experience

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DWA • AVANT HC ADVERTISING

Chief Creative Office: Brand Strategist • Copy • Design • Digital

Global

Structured and now Manage Creative, Production & Digital Departments • Creative • Digital • Video (54-plus Employees)

Agency C Suite Member: Responsible for BD and 265-plus Employee Base

Current

BOB PARSONS “BIG YAM” ADVERTISING (GO-DADDY FOUNDER)

Chief Creative Officer • Brand Strategist: Brand • Copy • Design • Digital

Global

Structured and Managed Creative Department • Interactive Group • Digital Studio (32-plus Employees)

2014 – 2015

MILLER BROOKS ADVERTISING

Partner, Chief Creative Officer • Brand Strategist: Copy • Design • Digital

International

Founded Creative and Digital Departments • Brand Creative • Digital (34-plus Employees)

Agency C Suite Member: Responsible for Employee Base

2008 – 2014

TMP WORLDWIDE ADVERTISING, CHICAGO

Vice President, Regional Creative Director: Brand • Copy • Design • Digital

Global

Managed Creative Department • Production Studio (20-plus Employees)

2006 – 2008

J. WALTER THOMPSON ADVERTISING, CHICAGO

Vice President, Midwest Creative Director: Brand • Copy • Design • Digital

Global

Managed Chicago & Detroit Creative and Digital Departments (50-plus Employees)

1998 - 2006



P R O F E S S I O N A L E X P E R I E N C E

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WHARTON UNIVERSITY of PENNSYLVANIA

MBA Program Courses: Online Program

Marketing • Financial Markets • Critical Perspectives Management • Foundations of Business Strategy

J. WALTER THOMPSON: BRAND STRATEGY

Chicago, Illinois:

Thompson Total Branding (TTB): Levels 1, 2 and 3 completed

ROCHESTER INSTITUTE of TECHNOLOGY (RIT)

Rochester, New York:

BFA: Advertising & Marketing • Design & Communications

Minor: Business • Brand Development



E D U C A T I O N & A F F I L I A T I O N S

AFFILIATIONS

AAF Indianapolis IN Chapter Board Member (2009 -2012) • AAF Indianapolis IN Chapter Member • AAF Phoenix AZ Chapter Member • IMA Member • Advertising Professionals Member

MEMBERSHIPS

Advertising Copywriters Forum • Brand Communication & Management • Creative Directors Only Club • Online Design Group • E-marketing Association Member • Creative Heads Group • Art Directors Worldwide • Gracie Lawrence Museum of Art • Creative Aspirations Gallery Of Design • Rochester Institute Of Technology Advertising & Design Placement Program • The Agora Gallery (So Ho New York) • The CAC (Chicago Arts Coalition)

NON-PROFIT

Juvenile Diabetes Research & Foundation (JDRF) • Susan G. Komen Foundation • Habitat for Humanity • Indiana University Simon Cancer Center • Goodwill Community Foundation

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AWARDS

AAF Regional and National ADDY Awards • MEDICAL MARKETING & MEDIA (MM&M) • Advertising Design One Show • CA Design Awards • The Telly Awards • The Davey Awards • The Webby Awards • EMA Awards • The Dansker Best in Show Award

CREATIVE EXCELLENCE ELECTED JUDGE

THE AAF ADDY AWARDS (Regional and National) • MEDICAL MARKETING & MEDIA (MM&M) • The ANDY Awards



I N D U S T R Y E X C E L L E N C E

PUBLISHED

Novel, "Charles" • Illustrations Chris Craft • Paintings & Sculptures Exhibited Internationally

PROGRAM PROFICIENCY

Adobe Suite (Photoshop • Illustrator • InDesign • Premiere • Microsoft Office Suite • Bryce 3D • Poser • WordPress • Adobe Premier • Final Cut Pro

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With over 20-years in the business of creative, Patrick, has led massive creative teams across Arizona, Chicago, Detroit, and Indiana. Leading the creative departments for agencies like; Big Yam, J. Walter Thompson, TMP Worldwide, and DWA to name a few. Producing award-winning creative work on cornerstone accounts the likes of; ACACIA™ BRANDS, General Mills™, Enterprise Rent-A-Car™, Kimball Office™, Baxter™ Renal, Burger King™, The Tilted Kilt™, Lilly, Delta Faucets™, Stanley™, Disney™, Xerox Corporation™, Kraft Foods™, Discover Card™, General Motors™ and more.



B A C K G R O U N D & B I O G R A P H Y

Originally from New York, Patrick is an honored graduate of the Rochester Institute of Technology (RIT) with a Bachelor's degree in Advertising Design and Marketing. Also, an accomplished artist and writer, Patrick has published and won national awards for his illustrations and his oil paintings and sculptures have been exhibited internationally. His first published novel, "Charles", was release in 2021.

One of Patrick's many "isms" he has been known to use with teams and clients alike.

"If the creative is not on-brand, it simply will not be on the table."

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MR. LEO FRANCIS: Chief Medical Officer

Pharma Agency Professional

Cell: Will be provided upon request

email: Will be provided upon request

MR. BRADLEY BANKER: Senior Vice President, Digital Strategy

Pharma Agency Professional

Cell: Will be provided upon request

email: Will be provided upon request



P R O F E S S I O N A L R E F E R E N C E S

MR. REX MILLER: Founder and CEO • MindShift

Client

Cell: Will be provided upon request

email: Will be provided upon request

MS. SUNNEE HOPPEE: Director, Accounts

Advertising and Marketing Professional

Cell: Will be provided upon request

email: Will be provided upon request

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