

LOCATION: Brooklyn, NY
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HUNTER KELLY

EXPERIENCE

MullenLowe, New York – *Associate Strategy Director*

AUGUST 2021 – PRESENT

- CLIENTS: KFC, E*TRADE, Brooklyn Film Festival, Aleve, Midol, & other Bayer ventures
- ROLE: devising and executing large-scale 360 campaigns, developing brand foundations and helping launch new brands, managing concept testing, contributing to internal culture through participation in ML's DEI taskforce, mentoring and managing junior talent

HAYMAKER, Los Angeles – *Strategist / Creative*

MAY 2018 – AUGUST 2021

- CLIENTS: Coca-Cola (Powerade, Topo Chico, & Coca-Cola), Marriott (AC Hotels & Element Hotels), P&G (Zevio), King's Hawaiian, Seattle Kraken, Truth Initiative, Reef, Eagle Creek, Bailey Hats, Mercury Insurance, Unibet, JanSport, Greenlight, FairLease, Gateway Health, Ember
- ROLE: pitching new business, developing brand foundations, comms planning, social strategy, concept testing, copywriting and creative ideation

EDUCATION

VCU Brandcenter – *Masters in Business*

2016 – 2018, RICHMOND VA

Interned at The Coca-Cola Company's internal agency in Atlanta, GA

JAMES MADISON UNIVERSITY – *Bachelor of Science*

2011 – 2015, Harrisonburg VA

Major Studies: Psychology, Minor Studies: Statistics

CAREER HIGHLIGHTS

- Winning two Effies (and a bunch of other awards) for our Brooklyn Film Festival "Something to Offend Everyone" campaign.
- Guest lecturing at Columbia University.
- Getting to bring back the iconic E*TRADE Baby in two back-to-back Super Bowl campaigns.
- Contributing to HAYMAKER winning dozens of new business pitches and recognition as one of Ad Age's Small Agencies of the Year in 2020.