

# KEITH ROSS

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## EXPERIENCE

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- Currently **Accenture Song** New York, NY  
*Executive Creative Director*
- Global creative lead responsible for all marketing communications for the Jamaica Tourist Board.
- Wrote and directed Jamaica's post pandemic, "Come back" campaign positioning Jamaica as the premier vacation destination able to bring the world back to feeling its best self again.
- 2019 - Present **Tiny Concert** New York, NY  
*Founder*
- Founded an animated music video and content production studio with over 39k followers.
- Won the Communication Arts Magazine 63<sup>rd</sup> Annual Illustration Competition with an official music video for Lars Frederiksen's (Rancid) solo debut.
- Won the Communication Arts Magazine 62<sup>nd</sup> Annual Illustration Competition with an official music video for the band – X. The music video was featured in Rolling Stone Magazine.
- Commissioned by Sharon Osbourne and Sony Music to create an official music video in support of the 40-year anniversary of Ozzy Osbourne's hit single, 'Crazy Train.' Achieved nearly 4 million views on YouTube and was featured in Rolling Stone Magazine.
- Commissioned by Pearl Jam to create an official music video for the release of their 11<sup>th</sup> studio album, 'Gigaton.' Developed assets for an AR mobile experience to pre-order the album. Created band member, character animations for Spotify Canvas and Instagram Roulette activations to support album sales. Sold Tiny Concert/Pearl Jam merchandise exclusively through the Ten Club on pearljam.com. Video was launched exclusively through YouTube Music and was featured in Rolling Stone Magazine, Spin and iHeart RADIO among other platforms.
- 2018 – 2020 **McCann** New York, NY  
*VP Creative Director/Copywriter*
- Responsible for the creative development of multi-channel campaigns across Verizon.
- Contributed to Verizon's 'Those Who Serve' campaign by filming first responders, military families and teachers at the onset of the COVID-19 pandemic. Created a series of filmed interview and promotional commercials in support of those who served during the lockdown.
- Co-created the Verizon 5G vs T-Mobile 5G competitive content series with host, Jenny Slate. Filmed man-on-the-street style, side-by-side speed tests in New York and Los Angeles.
- Interviewed the first Verizon 5G customers in key markets across the U.S. to create a testimonial content series for Verizon's YouTube channel.

Created Verizon Media's first brand campaign, 'Population Captivated.' Developed brand guidelines and a toolkit which included video, print, digital, event and out-of-home assets.

Led the creative development of Verizon's 'First to 5G' campaign rollout with digital, print, collateral and a website landing experience.

2013 – 2018      **Atmosphere/BBDO**      New York, NY  
*SVP Creative Director/Copywriter*

Managed the development of integrated advertising campaigns across the agency's portfolio of accounts.

Led the creative pitch to win AppDynamics, a leading performance management and IT Operations Analytics company. Responsible for the creative development of their global brand advertising in digital, social, out-of-home and print.

Global creative lead on Cognizant, a global leader in business and technology services. Led the brand campaign, 'Keep Challenging' and the development of multichannel campaigns across all lines of business including TV, social, digital, and experiential event marketing.

Led the digital group at The Garage, an Omnicom outpost established to develop marketing campaigns for HP's printing, personal systems and enterprise lines of business.

2009 – 2013      **Ogilvy**      New York, NY  
*Freelance Creative Director/Copywriter*

Responsible for the creative development of integrated advertising campaigns across a portfolio of Ogilvy accounts including IBM, American Express, Motorola, BP, DuPont, Siemens, Time Warner Cable, Fanta, TD Bank, Le Cordon Bleu, Wonka Chocolate, and Unilever brands.

Co-led the creative development and launch of Ogilvy One's award winning, Search for the World's Greatest Salesperson, a multichannel competition inviting the world's greatest salespeople to submit their best pitch for a chance to win a fellowship at Ogilvy.

**Ogilvy Creative Studio**      Washington, DC  
*Freelance Creative Director/Copywriter*

Commuted to Washington DC to pitch and develop multichannel public health campaigns for Ogilvy Public Relations.

Developed the CDC's award-winning, Dating Matters™ Teen Violence Prevention Campaign, 'i2i: What Are You Looking 4.' Campaign consists of collateral assets for a teen ambassador program, social content for community Facebook pages, and an animated social content series.

2001 – 2009      **FCB**      New York, NY  
*SVP, Creative Director*

Partnered with account and strategic planning to pitch clients, develop brand platforms and manage advertising campaigns across a portfolio of accounts including Oreo, Planters, Diet Coke, Cream Savers, MetLife, Samsung, AT&T and JPMorgan Chase.

Led the creative and strategic pitch to win the Office of National Drug-Control Policy's Youth Media Campaign. Created and launched the award winning 'Above the Influence' campaign which ran for 14 years. Invited to join the Partnership for a Drug-Free America's Creative Review Committee to help oversee the campaign's success.

Helped the agency win CA (formerly Computer Associates) with a golf sponsorship idea. Became the global creative lead managing the development of multi-channel campaigns across all lines of business including web content, TV, digital, print and event marketing.

Created the pitch winning, 'Once you go, you know' campaign idea to retain the Jamaica Tourist Board account. Launched the campaign globally with TV, radio and digital. Personally, photographed the island to extend the campaign in print and out-of-home. Led the pitch to win the website redesign assignment.

Co-created 'I Can See Wireless,' a brand campaign to launch AT&T Wireless which included TV, digital print and out-of-home.

Co-created a campaign to refresh Chase Bank's longstanding platform, 'The Right Relationship is Everything.' Developed TV, digital, print and out-of-home, including posters for the newly, redesigned branches.

2000 – 2001 **Dirty Water Integrated** New York, NY  
*Partner, Creative Director*

Helped launch a fully integrated brand/digital marketing boutique agency.

Key member of the business development team charged with pitching new business and growing the existing brand portfolio.

Developed campaigns and content for start-up brands such as HowStuffWorks.com, Upside Magazine, Cyber Rebate, and Arsenal Digital Solutions.

1993 – 2000 **Jordan, McGrath, Case & Partners** New York, NY  
*Sr. Art Director*

Cut my teeth in advertising while working on TV and print campaigns for brands including Jenga, Scattogories, Trivial Pursuit, Pictionary, Zest, Bounty, Hefty, and AT&T.

Responsible for the creative development of 'It's all coming at you from AT&T,' an animated brand campaign that launched AT&T Broadband, their first fully integrated internet offering.

Co-created 'Get Together Games,' a Hasbro/Milton Bradley brand campaign to promote game night among adults. TV and print featured the actress, Jane Leeves.

1990 – 1993 **U.S. Army**  
*E-4 Patriot Missile Crewmember*

Served in Saudi Arabia.

## EDUCATION

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California Institute of the Arts

## OF NOTE

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Communication Arts Illustration Annual 63, Award of Excellence: Animation  
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Rolling Stone interview: Farewell to 2020 in Animated 'Goodbye Year, Goodbye' Video

Rolling Stone interview: *Meet the Artist Behind Pearl Jam's 'Superblood Wolfmoon' Video*  
Alternative Press: *These Tiny Concerts Will Expand Your Playlist and Musical Awareness*  
The Wharton School Guest Speaker: *Building a teen brand from scratch.*  
4A's Institute of Advanced Advertising Studies Guest Speaker: *How to create a teen movement.*  
Advertising Week Panelist: *Why bother? Sustaining a teen brand against all odds.*  
Creative Review Committee Member at Partnership for Drug-Free Kids.  
Awards and mentions: Cannes, Webby, Addy, Shorty, Effie, ADC, Comm Arts and Lürzer's Archive