

KEITH ROSS

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keithmross.com

917.207.1361

EXPERIENCE

- Currently **Accenture Song** New York, NY
Executive Creative Director
- Global creative lead for all Jamaica Tourist Board marketing communications.
- Wrote and directed Jamaica's post-pandemic brand campaign, "Come Back," reintroducing Jamaica as a premier vacation destination and inviting travelers to feel like their best selves again. Developed subsequent campaigns including "Catch the Vibe That Comes Alive in Jamaica," "It's a Vibe and Vacation" and "Positively Jamaica" to drive record-breaking bookings.
- Developed "We Build Giants" recruitment campaign for the Submarine Industrial Base, designed to inspire a new generation of tradespeople to build a "giant" career building the U.S. Navy's next-generation submarines.
- 2019 - Present **Tiny Concert** New York, NY
Founder
- Founded an animated music video and content production studio.
- Won Communication Arts' 63rd Illustration Annual Award of Excellence for Lars Frederiksen, "Army of Zombies" music video.
- Won Communication Arts' 62nd Illustration Annual Award of Excellence for X, "Goodbye Year, Goodbye" music video.
- Commissioned by Sharon Osbourne and Sony Music to create an official music video for the 40th anniversary of Ozzy Osbourne's "Crazy Train," achieving 89 million views on YouTube and was covered in Rolling Stone.
- Commissioned by Pearl Jam to create an official music video for their hit single, "Superblood Wolfmoon" during the release of their 11th studio album, Gigaton. Video achieved 2.6 million views on YouTube and was covered in Rolling Stone.
- 2018 – 2020 **McCann** New York, NY
VP Creative Director/Copywriter
- Led creative development for Verizon's "First to 5G" rollout across digital, print, collateral and landing-page experiences.
- Contributed to Verizon's "Those Who Serve" campaign by capturing the stories of first responders, military families and teachers at the onset of the COVID-19 pandemic.
- Launched Verizon Media's first brand campaign, "Population Captivated," and developed guidelines and toolkit spanning video, print, digital, event and out-of-home assets.
- 2013 – 2018 **Atmosphere/BBDO** New York, NY

SVP Creative Director/Copywriter

Global creative lead for Cognizant, responsible for brand campaigns and multichannel communications across all lines of business.

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

Digital creative lead at The Garage, an Omnicom outpost created 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

Developed integrated advertising campaigns across 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 top salespeople to compete for a chance to win an Ogilvy fellowship.

Pitched and developed multichannel public health campaigns for Ogilvy Public Relations including the CDC's award-winning Dating Matters™ Teen Violence Prevention Campaign.

2001 – 2009

FCB

New York, NY

SVP, Creative Director

Pitched and developed integrated advertising campaigns across the agency's roster of accounts including Jamaica Tourist Board, ONDCP, 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, and joined the Partnership for a Drug-Free America's Creative Review Committee to help oversee the campaign's success.

Helped the agency win CA (Computer Associates) with a golf sponsorship idea; became global creative lead for multichannel campaigns spanning web content, TV, digital, print and event marketing.

Created the pitch-winning "Once you go, you know" campaign platform for the Jamaica Tourist Board account; launched the campaign globally through TV, radio and digital; photographed the island to extend the campaign in print and out-of-home; and led the pitch to win the website redesign assignment.

Co-created "I Can See Wireless," the brand campaign that launched AT&T Wireless across TV, digital, print and out-of-home.

Co-created a refresh of Chase Bank's longstanding platform, "The Right Relationship is Everything," in TV, digital, print, out-of-home and in branches.

2000 – 2001
York, NY

Dirty Water Integrated

New

Partner, Creative Director

Helped launch a fully integrated brand/digital marketing boutique agency. Served as a key member of the business-development team responsible for pitching new business and growing the existing brand portfolio. Developed campaigns and content for startups and emerging brands including HowStuffWorks.com, Upside Magazine, Cyber Rebate and Arsenal Digital Solutions.

1993 – 2000

Jordan, McGrath, Case & Partners
Sr. Art Director

New York, NY

Built early advertising expertise on TV and print campaigns for Hasbro and Procter & Gamble brands including Jenga, Scattergories, Trivial Pursuit, Pictionary, Zest, Bounty, Hefty and AT&T.

1990 – 1993

U.S. Army
Specialist, Patriot Missile Crewmember

Served in Germany and Saudi Arabia.

EDUCATION

California Institute of the Arts

OF NOTE

Communication Arts Illustration Annual 63: Award of Excellence in Animation
Communication Arts Illustration Annual 62: Award of Excellence in Animation
Rolling Stone "Farewell to 2020 in Animated 'Goodbye Year, Goodbye' Video"
Rolling Stone "Meet the Artist Behind Pearl Jam's 'Superblood Wolfmoon' Video"
Alternative Press: "These Tiny Concerts Will Expand Your Playlist and Musical Awareness"
Guest speaker, The Wharton School: "Building a Teen Brand from Scratch"
Guest speaker, 4A's Institute of Advanced Advertising Studies: "How to Create a Teen Movement"
Advertising Week panelist: "Why Bother? Sustaining a Teen Brand Against All Odds"
Creative Review Committee member, Partnership for Drug-Free Kids
IMPACT 2026 Conference panelist: "From Inspiration to Booking: Rebuilding, Converting & Winning in Modern Experience Tourism"
Additional awards and mentions: Cannes, Webby, ADDY, Shorty, Effie, ADC, Communication Arts and Lürzer's Archive