

# KEVIN CHRISTOPHER DOYLE

EXECUTIVE CREATIVE DIRECTOR  
NEW YORK, United States

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## PROFILE

*Award-winning creative leader, boasting 20+ years steering, crafting and executing high-impact campaigns while nurturing a culture of collaboration, cohesion, laughter, excellence, and innovation.*

## SKILLS

*Creative direction, writing, summoning magic, empathy, communication, persuasion, selling category-redefining ideas, strategy, passion, curiosity, dad, surfer, trained healer.*

## LINKS

Portfolio:  
[kevincdoyle.com](http://kevincdoyle.com)

More:  
[Linkedin.com/in/kevincdoyle/](https://www.linkedin.com/in/kevincdoyle/)

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## PROFESSIONAL HISTORY

### 1 Freelance | ECD/Writer '22 — Present

*Pioneered a deeply resonant Pfizer campaign, marked by the powerful tagline "Science Will Win", leveraged A.I. in crafting an innovative GM Rewards Card campaign to amplify customer engagement, masterminded transformative brand relaunches for NGO's WildAid and FCAS (anti-semitism), while leading influential campaigns for industry giants like Adobe, Hellman's (Superbowl), AT&T, Sunkist, Core+, CVS for agencies like Saatchi, Digitas, Wunderman, among others.*

### 2 Vayner Media | Group Creative Director '21

*Transformed Comcast's perception of the agency by improving the quality of work from block-and-tackle social, to buzzy, press-worthy & award winning omni-channel, causing a 20% increase in scope. Headed up a dynamic team of: 20+ creatives, makers, account people, and strategists during the only year both Summer & Winter Olympics happened less than 6 months apart, while creating stand-out work for Panera, Bose and Super Bowl efforts for Planters and Bud.*

### 3 Freelance | GCD/Writer '10 — '21

*Seized a monumental pitch win of KY for Elephant, rejuvenated complete brand identities for Blue Plate Mayo and Luzianne Iced Tea, introduced a paradigm shift about remote work for Google Cloud's iconic "Cloudworker" campaign, and sculpted an immersive experiential European village experience for Stella Artois. Shaped memorable narratives for industry leaders like Samsung, Toyota, Verizon Wireless, and more across top-tier agencies.*

### 4 BBH/NY | Group Creative Director '06 — '10

*Orchestrated the meteoric rise of Ally bank from a nascent idea to the pinnacle of online banking within a year. Engineered groundbreaking campaigns such as NYC&Co's "Out in NYC" TV series and Westin's Amazon debut, besides launching power brands like Google Chrome, Johnny Walker, and Levi's. Celebrated with accolades from One Show, D&AD, Cannes Lions, and beyond.*

### 5 Freelance | Creative Director/Writer '01 — '06

*Fallon, VH1, MTV, Nickelodeon, BBDO, David & Goliath, Snickers, Volvo, Bacardi & Rockstar Games, etc.*

### 6 JWT | ACD '98 — '01

*Bermuda Tourism, Listerine, DeBeers Diamonds, Roloids, Smirnoff Ice, and many more*

### 7 Freelance | Senior Copywriter '97 — '98

*K&B, Grey, Fallon, Target, Parkay Margarine, Intel, Time Mag, Hardee's, to name a few*

### 8 Mad Dogs & Englishmen | Copywriter '96 — '97

*Learned and honed the art of disruption/persuasion from the legendary Nick Cohen on iconic brands like Wired Magazine, TV Land, Nickelodeon, Nick at Night, Blue Moon Beer, Banana Republic and more.*

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## EDUCATION

### 9 Robert McKee Story Seminar

*Story Structure & Screenwriting*

### 10 Upright Citizen's Brigade Theater | 8+ years

*Studied/performed long-form improv, sketch comedy & short films*

### 11 Portfolio Center

*Concept, Copywriting*

### 12 Georgia State University

*BBA Marketing*

### 13 Emory University

*BA in Psychology*