

Jeff Cenna, Creative Director

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I want to continue building award-winning creative. I love shaping big ideas & design across digital, social, and broadcast.

Awards & Recognition

- 2015:** Gunn Report Cristal Awards Sapphire (Silver). Orbit Duckface campaign
- 2011:** Agency Employee of the Month (June). Closerlook, Inc
- 2009:** Web Marketing Association Standard of Excellence. AmitizaOnTheFly.com
- 2008:** Gold Effie. State Farm NowWhat.com campaign
- 2007:** Cannes Lion (Bronze). State Farm NowWhat.com campaign
- 2005:** Agency Employee of the Month (August). HAVAS / Euro RSCG

Energy BBDO / Proximity
Chicago, IL

Creative Director, Oct 2014–Present
Associate Creative Director, Nov 2011–Oct 2014

Manage creative teams. Lead & concept integrated global campaigns with a focus on broadcast, digital, social, online video. Relaunched global 5 Gum brand. Clients include Wrigley's 5, Orbit and Extra gums, Ziploc, PaperMate, Bud Light, new business wins for Dr. Scholls and LG phones.

Closerlook, Inc.
Chicago, IL

Senior Art Director, Interactive Lead (Manager role), Jan 2010–Nov 2011
Art Director (Manager role), Feb 2007–Jan 2010

Led creative teams. Developed mobile Apps & responsive sites. Led all creative on Kraft Foods, Accenture, Takeda, and NovoNordisk. Concepted and pitched multimillion-dollar new business wins for Kraft Foods, Accenture, and Allergan.

Tribal DDB Chicago
Chicago, IL

Art Director, Feb 2006–Feb 2007

Concepted Effie-, Campaign-, and Cannes-award-winning microsites, rich media banners, site takeovers and partnerships for State Farm. Focused on young adult.

HAVAS / Euro RSCG Chicago
Chicago, IL

Senior Art Director, May 2005–Jan 2006
Art Director, Feb 2004–April 2005

Designed interactive, identity, print & POP designs for Citibank, AARP and Sprint. Won new business pitches for Lowe's Valspar, DirectBuy.

Shared Marketing/Vortus
Chicago, IL

Lead Graphic Designer, Nov 2000–Dec 2003

Developed Flash-based application to design corporate ads. Won new business pitches. Managed ads, press checks.

Skills & Software

Strong team-management skills, art direction, client presentation, design, UX, storyboarding, copywriting, photography, snappy dressing. The usual software such as Adobe Creative Suite, handcoded HTML, CSS, Wordpress, Keynote.

Education

Kent State University, Visual Communication Design
Bachelor of Arts Degree, Spring 2000