

**Jeff Cenna**  
**Creative Director**  
**Vice President**

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As a digital native, I can lead teams across disciplines to create innovative, multi-platform breakthrough campaigns. I have a track record of success with Fortune 500 brands and scrappy challengers.

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Awards & Recognition

- 2019:** **Epica Awards** (Gold): Websites/Digital—Kerrygold  
(Bronze) Pre-Roll & Banners—Claritin  
**New York Festivals** (Shortlist x6): Avant-Garde/Innovative, Audio/Radio for Restaurants, Social Media/Influencer on a New Platform, Cross-Platform Digital/Mobile—Kerrygold, Branded Content/Entertainment, Direct & Collateral—Claritin  
**Montreux Golden Awards** (Gold): Best Use of Digital Media—Claritin, (Finalist x2): Integrated Digital Multiplatform Campaign—Kerrygold, Consumer Online—Claritin  
**One Club** (Merit): Online Video/Pre-Roll—Claritin  
**Radio Mercury Awards** (Finalist x2): Creative Use of Audio—Kerrygold, Integrated Campaign with Radio/Audio—Kerrygold  
**Jay Chiat Award** (Bronze): National Strategy—Kerrygold
- 2018:** **YouTube** SXSW StoryHQ Featured Presenter—Six-Second Fairytales: Three Pigs Retold
- 2017:** **Facebook** “Thumb Breaker” effectiveness winner—5 Gum
- 2016:** **Radio Mercury Awards** (Gold): Most Innovative Use of Radio—5 Gum  
**Effe** (Bronze x2): Snacks & Desserts, Youth Marketing—5 Gum  
**Epica Awards** (Silver): Radio Advertising—5 Gum  
**Gunn Report Cristal Awards** (Silver x2): Branded Entertainment & Content, Best Use or Integration of Gaming—Orbit
- 2015:** **Gunn Report Cristal Awards** (Silver): Orbit
- 2008:** **Effe** (Gold): State Farm
- 2007:** **Cannes Lion** (Bronze): State Farm

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**Energy BBDO**  
Chicago, IL

**VP Creative Director**, Oct 2017–Present  
**Creative Director**, Oct 2014–Oct 2017  
**Associate Creative Director (Digital)**, Nov 2011–Oct 2014  
Wrigley’s 5 Gum, Orbit & Extra gums, Ziploc, Kerrygold butter & cheese, Claritin, One-A-Day, OFF!, RAID, Bayer Aspirin, Dr. Scholl’s, Alka-Seltzer Original and Plus, Flintstones vitamins, PaperMate, Bud Light, Equal and PureVia sugars. New business wins for Kerrygold, Dr. Scholl’s, LG phones, Miralax, Phillips

**closerlook, inc.**  
Chicago, IL

**Senior Art Director, Interactive Lead (Manager role)**, Jan 2010–Nov 2011  
**Art Director (Manager role)**, Feb 2007–Jan 2010  
Kraft Foods, Accenture, Takeda, GSK, NovoNordisk. New business wins for Kraft Foods, Accenture digital, Allergan

**Tribal DDB**  
Chicago, IL

**Digital Art Director**, Feb 2006–Feb 2007  
State Farm, McDonald’s

**Euro RSCG Chicago**  
Chicago, IL

**Senior Art Director**, May 2005–Jan 2006  
**Art Director**, Feb 2004–April 2005  
Citibank, AARP, Sprint. New business win for Lowe’s Valspar paint

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Skills & Software

Creative direction, strategy, client presentation, strong team-management skills, design, UX, storyboarding, copywriting, photography, project management. Adobe Creative Cloud, Keynote, Office, Excel Pivot and PowerPivot, some Tableau. Self-taught piano and sound design.

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Education

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