

## Jeff Cenna, Vice President Creative Director

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I want to continue building award-winning creative ideas connected across digital, social, and traditional while pushing into new and emerging channels.

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### Awards & Recognition

**2018:** YouTube StoryHQ SXSW featured presenter & work—Three Pigs Retold  
**2017:** Facebook “Thumb Breaker” effectiveness winner—5 Gum  
**2016:** Radio Mercury Award (Gold): Most Innovative Use of Radio—5 Gum  
Effie (Bronze): Snacks & Desserts—5 Gum  
Effie (Bronze): Youth Marketing—5 Gum  
Epica Awards (Silver): Radio Advertising—5 Gum  
Cristal Awards (Silver): Branded Entertainment & Content—Orbit  
Cristal Awards (Silver): Best Use or Integration of Gaming—Orbit  
London Marketing Society Awards (Commended)—5 Gum  
**2015:** Gunn Report Cristal Awards Sapphire (Silver)—Orbit  
**2009:** Web Marketing Association Standard of Excellence—Amitiza  
**2008:** Effie (Gold): State Farm NowWhat.com  
**2007:** Cannes Lion (Bronze): State Farm NowWhat.com

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### Energy BBDO / Proximity Chicago, IL

**VP Creative Director**, Oct 2017–Present  
**Creative Director**, Oct 2014–Aug 2017  
**Associate Creative Director**, Nov 2011–Oct 2014

Wrigley's 5, Orbit and Extra gums, Ziploc, Claritin, One-A-Day, Flintstones Gummies, Alka-Seltzer Gummies, YouTube, Facebook, Kerrygold, Bayer Aspirin, PaperMate, Bud Light, Merisant's Equal and PureVia sugars  
New business wins for Kerrygold, Dr. Scholls, 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

Kraft Foods, Accenture, Takeda, GSK, NovoNordisk  
New business wins for Kraft Foods, Accenture digital, Allergan

### Tribal DDB Chicago Chicago, IL

**Art Director**, Feb 2006–Feb 2007

State Farm, McDonald's

### HAVAS / 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

### Shared Marketing/Vortus Chicago, IL

**Lead Graphic Designer**, Nov 2000–Dec 2003

VW, Cingular Wireless (AT&T), Honda Motorcycles  
New business wins for same clients

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### Skills & Software

Strong team-management skills, creative direction, client presentation, design, UX, storyboarding, copywriting, photography, snappy dressing. The usual software such as Adobe CC, Office, Keynote

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### Education

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