KRISTOPHER FILLON

BRAND & CREATIVE LEADER

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EXECUTIVE PROFILE

A Senior Director of Communications and Creative, a proven builder of creative organizations and capabilities, with a track record of establishing brand standards, developing scalable creative processes, and leading integrated campaigns from initial strategy through execution. Equally comfortable shaping the big picture and building the teams, partnerships, and operational frameworks required to bring it to life. Passionate about creating meaningful brand experiences that connect with people, strengthen consumer relationships, and drive business growth.

PROFESSIONAL EXPERIENCE

KRADLE / COOLHOUSE BOTANICS, Tampa, FL

Head of Brand & Creative | July 2025 - Present

- **Brand Strategy & Positioning:** Led the strategic evolution of an established pet supplement business into "The Calming Company," establishing a clearer brand purpose, positioning, and portfolio architecture.
- **Brand Communications & Messaging:** Developed a cohesive brand platform and messaging architecture, translating product benefits and consumer needs into a more consistent and recognizable brand narrative.
- **Creative Direction & Brand Consistency:** Established creative direction across packaging, ecommerce, retail, paid media, social, and content, creating a connected brand experience.
- **Consumer Experience & Retail Strategy:** Reimagined 72 SKUs through a differentiated packaging architecture that strengthened shelf presence, improved product navigation, and elevated brand recognition. The redesign helped drive nearly 2X growth in retail SKU placements and supported expansion into a new retail partner.
- **Creative Operations & Technology:** Introduced AI-enabled workflows using ChatGPT, Claude, and Gemini to accelerate ideation, prototyping, and creative development within a lean organization.
- **Executive & Cross-Functional Leadership:** Partnered closely with executive and marketing leadership to connect brand strategy, commercial priorities, and creative execution.

MASONITE / OWENS CORNING, Tampa, FL

Director, Creative Operations & Visual Marketing | April 2020 - January 2025

- **Enterprise Creative Leadership:** Led enterprise-wide creative strategy and delivery across global residential, commercial, B2B, B2C, and digital environments, supporting executive leadership and functions spanning marketing, communications, fabrication, sales, product development, HR, and office services.
- **Organizational Development & Team Leadership:** Built and developed a multidisciplinary creative organization, growing the internal team from 3 to 7 employees. Owned talent acquisition, team development, departmental budgets, and external agency and freelance partnerships.
- **Creative Standards & Workflow Transformation:** Modernized creative operations through the implementation of Workfront, Salesforce, and Digital Asset Management, establishing stronger processes for project intake, briefing, resource coordination, creative reviews, and delivery.
- **Scalable Creative Infrastructure & Innovation:** Independently identified and built an in-house 3D visualization capability, developing agency partnerships, hiring specialized talent, and expanding internal production capabilities. Reduced reliance on traditional product photography, addressing hundreds of thousands of dollars in annual spend while enabling scalable product imagery and animations.

CORONA BRUSHES, Tampa, FL

Creative Operations Director | July 2019 - April 2020

- **Brand Modernization:** Led creative operations and brand modernization across packaging, retail, and digital communications, strengthening the consistency and effectiveness of consumer-facing brand.
- **Brand Systems & Audience Strategy:** Developed cohesive product and visual communication systems designed to support distinct professional contractor and consumer audiences.
- **Product Positioning & Communications:** Connected creative development with product positioning, audience needs, and broader business objectives to create more purposeful and consistent brand communications.

ADVANTAGE INTERNATIONAL, Los Angeles, CA

Creative Director, Experiential & Digital Marketing | June 2013 – July 2019

- **Integrated Campaign Leadership:** Led creative development across more than 200 annual projects, translating brand strategies into experiential campaigns, events, activations, and integrated digital experiences.
- **Experiential Brand Storytelling:** Directed the creative development of consumer-facing brand experiences, bringing brand narratives to life through physical environments, audience engagement, and interactive experiences.
- **Creative Team & Project Leadership:** Guided multidisciplinary creative teams, production partners, and external agencies from initial concept through execution, balancing creative ambition, timelines, and production realities.
- **Brand Partnerships & Client Strategy:** Developed integrated creative solutions for major brands including Microsoft, Hyundai, and Nestlé/Cailler, partnering with account, strategy, production, and client stakeholders to align creative direction with business and audience objectives.

WHAT IF INNOVATION / ACCENTURE, New York, NY

Creative Consultant & Visual Strategist | November 2006 – July 2013

- **Innovation & Strategic Development:** Contributed to innovation and business strategy initiatives through concept development, visual thinking, and the communication of complex ideas.
- **Concept Development & Problem Solving:** Helped multidisciplinary teams identify opportunities, explore possibilities, and translate strategic thinking into tangible creative concepts.
- **Visual Storytelling & Facilitation:** Served as a concept illustrator for live creative workshops, helping teams visualize ideas, communicate emerging concepts, and accelerate collaborative development.
- **Global Brand Experience:** Collaborated on projects for Unilever, PepsiCo, Coca-Cola, Nestlé, Hershey's, Lilly, Pfizer, HP, Marriott, and Ford South America.

CORE CAPABILITIES

Brand Strategy & Positioning • Brand Communications & Voice • Messaging Architecture • Creative Direction • Integrated Campaign Leadership • Brand Storytelling • Consumer Experience • Retail & Packaging Strategy • Enterprise Creative Leadership • Organizational Development • Creative Standards & Governance • Campaign Workflow & Briefing • Cross-Functional Leadership • Budget & Resource Management • Agency Management

EDUCATION

University of South Florida, Tampa, FL

Bachelor of Arts, Photography & Drawing