

KRIS FILLON

kfillon.com

a creative team leader with 13+ years experience owning projects from pitch to post

Nov 2015 - Present

CREATIVE DIRECTOR - STRATEGIST

ADVANTAGE - A SPONSORSHIP AND BRAND EXPERIENCE AGENCY *Los Angeles, CA + Tampa, FL*

Designed world class immersive and interactive experiences, managing client relationships, designing assets for print, digital, branded content, and managing vendors and production focusing on overall guest experience and brand perception

Developed award winning sponsorship programs for Hyundai, Genesis, LG and Microsoft following client and partner brand guidelines, producing digital, social, on-the-ground experiential, pop-ups and events in pro and college sports, philanthropy, entertainment, cosmetics, and food

Produced live awards shows, exclusive events, and branded content series: live streamed to thousands of viewers, leading to exponential growth in impressions for each client

Solo creative on Energy Upgrade California's government sponsored state-wide initiatives, as well as Microsoft's Philanthropic sponsorship of the Special Olympics World Winter Games

Lead Strategist and key contributor in new and developing business; copywriting, and designing presentations for numerous RFPs and client requests - integral in winning new business from New York Presbyterian, Energy Upgrade California, Microsoft, NYX, and Roar Athletics

Hired and manage a small-ish creative team of 7 creatives across two offices in Los Angeles, CA and Stamford, CT; including full-time and freelance designers and artists

Regular collaborator with other global agencies on complex marketing initiatives, including: Innocent, Initiative, Campbell Ewald, Rogers and Cowan, and Octagon

Sponsorship expert with Fortune 500 global automotive and electronics brands as well as startups, non-profits, and government organizations, managing budgets from as small as \$20M up to \$3MM

June 2013 - Nov 2015

ASSOCIATE CREATIVE DIRECTOR

ADVANTAGE INTERNATIONAL *Los Angeles, CA*

Gave new life to Hyundai's stale NCAA Football Sponsorship program with a complete redesign of dealership and on-site strategy and design resulting in record breaking impressions

Won new business for Advantage, then led the teams to develop and execute the programs and thematics to reflect the brands' identities

Launched first-of-its-kind programs for Hyundai and LG in golf and hospitality

Facilitated inter-agency creative sessions and communications

Co-created new identity systems for Advantage International and VKTRY Athletics

Wore all hats of the creative team - designer, illustrator, copywriter, strategist, photographer, editor

Aug 2008 - June 2013

ILLUSTRATOR - CREATIVE CONSULTANT

FREELANCE *New York, NY + Tampa, FL + Los Angeles, CA*

Visualizer and storyboard artist for advertising, concepts, product and services innovation, music videos, and film across the United States, with agencies: ?What If! Innovation, Barkley, Continuum, Walton Isaacson, Tandem Design, Banner Gwin Productions, Bruno Mars, Dunn&Co

Creative consultant for ?What If! Innovation's practitioners, and other training courses; facilitated ideation workshops for Fortune 500 companies

Brought ideas to life through real-time illustration for many global brands; lightning fast with a pencil or a pen, and agile on a MAC

Traveled all over the US, as well as London and Sao Paulo, Brazil

Nov 2006 – Aug 2008

CREATIVE COORDINATOR

?WHAT IF! INNOVATION *New York, NY*

Responsible for producing innovation workshops; packing the "kit", arranging travel and venues, managing catering and all other logistics for client and agency teams

Designed final presentation decks and presentations, including event and stock photography

Responsible for continuing company culture and creating inter-office activities

Learned from a vast company of creative minds in the breadth of goods and services innovation

Collaborated across offices in New York and London

EDUCATION

2000 **UNIVERSITY OF SOUTH FLORIDA**
Bachelor of Fine Arts,
Photography, Drawing, Design
Tampa, Florida

2010 **?WHAT IF! INNOVATION**
Practitioners Training
Facilitation and Innovation Projects
New York, NY

PROFICIENCIES

Adobe CC 19 - Ai, Ps, Id, Ae, Pr, Au
Final Cut Pro X
Sketch Up Pro
Microsoft Office 19

DAILY SKILLS

Creative Direction
Art Direction
Strategy
Concept Illustration
Character Illustration
Storyboards
Photography
Photo Editing & Retouching
Graphic Design
Logo Design
Identity Design
Brand Guideline Design
Guest Experience Design
Presentation Design
3-D Spatial Design
Social Media Design
Layout Design
Motion Graphics
Videography
Video Editing
Audio Editing
Audio Mixing
Copywriting

BRANDS

Hyundai USA
Genesis USA
LG USA
Microsoft
Special Olympics
NFL
Dignity Health
ReMax
Red Bull
Energy Upgrade California
ARCH Motorcycles
Topps Candy
Cailler/Nestle
NYX Professional Makeup
Sun Chips
Big Lots
Honda Powersports
SC Johnson
PepsiCo
Coca-Cola
Astra-Zeneca
Eli Lilly
Kimberly Clark
Johnson&Johnson
Hyatt Hotels
Marriott Hotels
HP
Pfizer
Unilever
McCormick
Masco
Hershey's
Corona Brushes
Pilgrim Permacoat
Tampa Bay Lightning
ValPak
Verizon