

KEVYN
FAULKENBERRY
CREATIVE DIRECTOR

Kevyn Charles Faulkenberry
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OVERVIEW

Experienced creative director with a strong background in art direction, copywriting, branding, strategy, video production, digital and social media. Ready to bring award-winning creativity and extensive management experience to the next opportunity.

WORK EXPERIENCE

COX COMMUNICATIONS

2021-Present Director, Creative of The Brand Studio
2019-2021 Senior Manager, Creative Lead

Milestones

- Helped create The Brand Studio and demonstrated its proof of concept and impact on the company
- Partnered with Kitty Kilgore to develop the organizational framework for The Brand Studio which allowed it to grow from two team members to over 47 in 2024
- Helped lay the foundation for an in-house agency that is driven to be agile, flexible, a true champion of the Cox brand and focused on developing creative work of the highest standards that achieve Cox's marketing objectives
- Recruited the creative team needed to do the work required of The Brand Studio – including designers, copywriters, project managers, motion graphic designers/editors, and digital developers
- Developed the in-house processes, project workflow and *Workfront* procedures needed to manage and execute the multi-channel projects and various scopes of work that The Brand Studio took over from Cox's external agency partners
- Managed the day-to-day creative operations – while growing the studio's scope
- Oversaw the creation of an internal motion graphics/editing operation in The Brand Studio that includes full video development, 3D rendering, and broadcast production capabilities
- Lead creative teams in successfully developing projects for Cox Communications
- Helped establish and steward the current brand visual identity for the Cox Communications brand

DALTON AGENCY

2017-2018 Senior Vice President, Creative Director
2009-2017 Vice President, Executive Creative Director
2002-2009 Vice President, Creative Director
2001-2002 Associate Creative Director

Clients

McDonald's, Change Healthcare, American Heart Association, Susan G. Komen, Zoo Atlanta, Bealls Department Stores, Visit Jacksonville, Georgia Chamber of Commerce, Jacksonville Jaguars, CareSource, LEGOLAND Florida, Comcast, Southern Linc, United Way of Northeast Florida and others

WORK EXPERIENCE (continued)

Milestones

- Pushed for innovation and expansion of ideas beyond traditional advertising
- Very involved in Dalton's new business process and pitching to prospective clients
- Developed/managed strategy/executions for integrated national campaigns incorporating websites, rich media/html banners, social media, video content, commercials, print, radio, OOH, experiential, etc.
- Oversaw digital process including: discovery, strategy, UX/UI, wire-framing, design, programming for websites, banner advertising, rich media and social media content
- Directed video/print shoots while supervising editing and post production process
- Instrumental in bringing video/post production services in-house to Dalton in 2004
- Guided creative development of branding for Bealls Department Stores and averaged 116 retail spots a year from 2004 through 2009; In year one, the campaign generated a 12% comparative increase over the prior year.
- Spearheaded creative development that allowed growth from one McDonald's co-op to seven (as of 2017)
- Rolled out the first national digital/social media channel efforts for American Heart Association in 2009
- Established Dalton's social media practice in 2009
- Led re-positioning for the American Heart Association in 2014; social media engagement goals exceeded by 420%. The AHA work and launch was highlighted in Ad Age, Adweek and other trade outlets
- Developed strategic approach and creative for Zoo Atlanta rebrand, work helped achieve new attendance records
- Managed strategy/creative development for national brand launch of Change Healthcare in 2017

THE WILLIAM COOK AGENCY

1998-2001	Creative Group Head
1995-1998	Senior Art Director
1993-1995	Art Director
1992-1993	Studio Artist

Clients

Winn Dixie, First Union, Duke Energy, Jacksonville Jaguars, Atlanta Falcons, Mayo Clinic and others

Milestones

- Helped integrate computers into William Cook's work flow; trained creatives to use them
- Worked on William Cook's new business development process and made presentations
- Art directed client film shoots, including a million dollar Winn Dixie production
- Managed and worked with food stylists for Winn Dixie's print and broadcast advertising
- Spearheaded creative development for agency's sports marketing initiative
- Consulted on traffic system for agency work flow

VOLUNTEER EXPERIENCE

FAMILY FOUNDATIONS OF NORTHEAST FLORIDA

2011-2014 Board of directors member

EDUCATION

UNIVERSITY OF NORTH FLORIDA

1986-1989 BA in Communications

SOFTWARE

Adobe Creative Suite, Microsoft Office, Final Cut Pro 9, Clients and Profits, Adobe Workfront