

Kennedy Grey

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CONTENT DIRECTOR & COPYWRITING

9.2005-Present • San Francisco, CA

Contract work on client accounts inside agencies including Organic, Juxt, Publicis/Modem, Publicis/Arc Worldwide, KRT Marketing, Agency 10-4, and directly for clients including Intel, Nike, Microsoft, LucasArts/THX, Air New Zealand, Ubisoft Games, Coca-Cola, and Wells Fargo.

YOUNG AND RUBICAM BRANDS

6.2004-8.2005 • Irvine, CA

Associate Creative Director/Content. Directed interactive ads and eCRM for the MSN/Hotmail portion of Microsoft advertising account. Created and directed online customer touches, acquisition, retention and direct response for monthly newsletter and direct sells. Directed work for gaming titles for Microsoft Publishing and X-Box 360.

MODEMMEDIA,

4.2004-9.2004 • E. Norwalk, CT

Senior Copywriter. Interactive copywriting and customer relationship management work for Delta/Song Airlines, America Online, and IBM Corp. and America Online.

NIKE Inc. (Nike World Headquarters)

8.2002-2.2004 • Beaverton, OR

Senior Copywriter. Responsible for retention, acquisition and initial deployment creative; developed content management system for silo and brand copywriting, identity and product stories and naming, collateral, POP, and interactive copy.

DIGITAS

8.2000-10.2001 • Boston, MA

Senior Copywriter. Led the copywriting for print, direct and online ad units for clients including AT&T and Best Buy, and internal marketing.

JOURNALISM & AUTHORSHIP

1993-1999 Seattle, WA

A-List journalist and regular contributor for magazines covering the Apple Macintosh market including MacWeek, MacWorld, MacUser, MacHome, WIRED.News, Red Herring, ComputerUser, Adobe Magazine, MovieMaker, A/V Video, DV and 30+ others. Co-Author of *"Upgrading and Repairing Macintosh"* and *"The Desktop Video Bible For Mac"* ((Macmillan/Que Books)

CREATIVE PLACEMENT POSITIONS

HANDYMAC (now Filter Talent)

1990-1993 San Francisco, CA

Owner/Partner. Launched and led the creative placement for Macintosh-specific talent. Built all marketing, database, web and CRM/creative outreach marketing. Placed thousands of jobs for Mac-based talent inside companies throughout the Seattle area.

MACTEMPS (now AQUENT Partners)

1987-1989 San Francisco, CA

Senior Placement Manager. Managed creative placement for the launch and first two years of the San Francisco office of MacTemps. Placed over 2000+ jobs for Mac-based talent inside companies throughout the Bay Area. Led the marketing and initial outreach for West Coast offices.

NON-PROFIT WORK

ROCK AGAINST SUICIDE (a 501c3 NPO)

2002-2004 Portland, OR

Founder/Marketing Lead. Launched and led this NPO with the mission of informing and preventing teen suicide, initially beginning in the Portland, OR area and moving toward a national outreach. Led all marketing, website builds, fundraising and volunteer recruiting. Cultivated corporate support with Nike, Intel and others in the Portland area.

EDUCATION

Goddard College, Plainfield, VT 1982-1984

Berklee College of Music, Boston MA 1985-1986