



SENIOR DIRECTOR | CREATIVE LEADER | AGENCY BUILDER
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OVERVIEW

Experienced creative director and executive with a proven history of building, leading, and growing high-performing agency teams, both external and internal. Experience in branding, advertising, art direction, copywriting, strategy, video production, digital design, and social media. Known for blending hands-on creative leadership with a strategic vision that drives business results. A strong advocate of servant leadership committed to building and empowering teams — not only to deliver award-winning creative work, but to grow as professionals and collaborators. Believes the best ideas come from environments where people feel supported, challenged, and inspired.

PROFESSIONAL EXPERIENCE

COX COMMUNICATIONS (Recently acquired by SPECTRUM) – Atlanta, Georgia

Senior Director, The Brand Studio December 2024 – Present

Leads Cox Communications' in-house agency, overseeing all creative initiatives and positioning The Brand Studio as a strategic, high-value partner within the organization. Partner closely with the broader marketing team to ensure creative excellence that aligns with brand objectives and matches the standards of top-tier external agencies.

- Directs a multidisciplinary team of account leadership, creatives, strategists, and project managers.
- Inspires and mentor talent, strengthen cross-functional relationships, and protect a collaborative, high-performance culture.
- Maintains a clear creative vision, delivering innovative, high-quality work that drives measurable business results.
- Guides the evolution of Cox's brand identity and ensure consistency across all channels and campaigns.

Director, Creative – The Brand Studio 2021 – 2024

Senior Manager, Creative Lead – The Brand Studio 2019 – 2021

- Developed The Brand Studio proving its value and impact on the organization.
- Partnered with leadership to design the operational framework that scaled the team from 2 to 47 members.
- Built a full-service in-house agency with capabilities in design, copywriting, motion graphics, video production, and digital development.
- Established workflows, processes, and tools (including Workfront) to manage multi-channel projects previously handled by external agencies.
- Oversaw the creation of an internal motion graphics and editing operation, including 3D rendering and broadcast production.
- Led creative teams in delivering high-impact campaigns, stewarding the Cox brand visual identity, and ensuring creative excellence.

DALTON AGENCY – Jacksonville, Florida

Senior Vice President, Creative Director 2017 – 2018

Vice President, Executive Creative Director 2009 – 2017

Vice President, Creative Director 2002 – 2009

Associate Creative Director 2001 – 2002

- Directed integrated national campaigns for clients including McDonald's, American Heart Association, Zoo Atlanta, Change Healthcare, Jacksonville Jaguars, Susan G. Koman, Bealls Florida, Comcast, Zoo Atlanta, and others.
- Expanded agency capabilities into digital, social, and video production.
- Led rebranding and repositioning initiatives that drove measurable growth and engagement.
- Played a key role in new business development, winning major accounts and expanding client relationships.

THE WILLIAM COOK AGENCY – Jacksonville, Florida

Creative Group Head 1998 – 2001

Senior Art Director 1995 – 1998

Art Director 1992 – 1995

- Directed creative for accounts including Winn-Dixie, First Union, Duke Energy, Mayo Clinic, Jacksonville Jaguars, and others.
- Worked on the new business development team and presentation team.
- Introduced digital tools into the agency's workflow, training creative teams on new technology.
- Led high-profile broadcast and print productions, managing large-scale budgets and teams.

EDUCATION

University of North Florida – BA, Communications

SKILLS & EXPERTISE

Agency Leadership

Team Development

Creative Direction

Brand Strategy

Integrated Campaign Development

Art Direction

Design

Copywriting

Digital Design

Video Production and Motion Graphics Direction

Social Media Strategy Development

New Business Development

Talent Development

Recruiting

Mentorship

PORTFOLIO

www.kevynfaulkenberry.com