



kellycoveny

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creative strategy innovation

CAREER PROFILE Cultural thought leader and strategic visionary with 20+ years of experience working in global markets across multiple platforms for Fortune 100 companies and start-ups. Kelly integrates creativity and commerce into profitable brand innovation. She finds the compelling human truths that link brands with consumers and creates uniquely ownable content that generates sustainable growth.

CREATIVE EXPERTISE Kelly cultivates a collaborative culture of creative excellence that champions individual talent and team spirit. She translates insight-driven storytelling into consumer trial, engagement and loyalty. Whether brainstorming strategies for improving corporate ESG or integrating trends while maintaining brand integrity, Kelly is a bold, big picture thinker who illuminates the cultural landscape with her strategic imagination. She works seamlessly with agencies, clients and experts to create award-winning campaigns that build brands, customers and revenue.

PROFESSIONAL EXPERIENCE **milk* Boutique** Chief Innovation Officer • 2018-Present Chief Creative Officer • 2010-2018
* Created brand identity from logo through to marketing platform for North American Power Company. "Power of Change" campaign generated 1 million customers in two years, \$200 million in sales, Forbes 100 most promising companies and the sale of the company for \$100M.
* Concepted "Match Maker" Campaign for VW focusing on female buyers finding their 'perfect match'. Created 20% increase in sales, 5% average sales growth per month and #1 volume dealer in CT.
* Created consumer-facing branding campaign and pitch deck responsible for Dickinson's Witch Hazel gaining entry into Walmart and CVS resulting in a 20% sales increase.
* Positioned Okemo mountain as a world-class four-season experience with "Elevate" campaign. Increased share of wallet with 15% increase in real estate sales, Sold Out accommodations, 30% increase in F&B and 20% rise in off-season visits.
* Renamed popped corn product and redesigned packaging to be POPCORNERS brand. Created out-of-the-box distribution that resulted in \$10MM in sales year one, \$30MM year three and \$100MM sale of company to private investment firm and then to PEPSICO.

Young & Rubicam Creative/ Strategic Consultant • 2008-2010
* Wrote brand manifestos and creative platforms that won new business pitches.
* Concepted innovative pharma advertising that broke category rules and generated 15% bump in trial.
* Created humor-driven, women-empowered creative campaigns raising brand awareness and engagement.

Saatchi & Saatchi Creative Director • 2000-2008
* Helped grow revenue on P&G Olay brand by \$1b in three years.
* Integrated mass and prestige markets with cross-media advertising campaigns resulting in 50% sales increase.
* Launched ground-breaking digital campaign that generated cross-sale trial between brands.
* Developed white space markets with international team for launch.
* Won Cannes Lions, Clio's and Communication Arts Awards.

Agencies: milk* Saatchi & Saatchi, Young & Rubicam, FCB Global, J. Walter Thompson, DDB Worldwide, Hal Riney

Categories/ Brands: Beauty: Suave, Clairol, Olay, Aveda, Crest White Strips, Dickinson's Witch Hazel, Old Spice Fragrance Luxury: One Sky Jets, Okemo Mountain, Morgan's Hotel Group, Abercrombie & Kent Beverage: Wokka Sake Vodka, Gus Soda, Illy Coffee, Bigelow Teas, Thomas Hooker Ale, Yellow Tail Wines, Caliva THC Coffee and Seltzer CPG: Oreos, Jell-O, Pop Corners, Head & Shoulders, Pop Corners, YUP Protein Bars and YUP PUP CBD Dog Treats, Conair Automotive: Porsche, Volkswagon, Audi Healthcare: Cialis, Pristiq, Medtronix, Caliva CBD QSR/ Retail: Subway, Payless, Sears Other: North American Power

EDUCATION MFA in Poetry and Creative Non-Fiction Fairfield University
BA Northwestern

ARTISTIC ACCOMPLISHMENTS Kelly has published three books including recent photographic digital collaboration, Empire of Disruption. She writes articles, poems and essays in various magazines and journals. She writes a blog called Curious Pilgrim. She has produced tv pilots, most recently an innovative series called, Evolve the Conversation. She has sung/ written lyrics and produced two music albums, Spring Has Thrown a Rope and From There to Here, for which she won a New York Songwriters Circle Award. She created the national event ETC Salon Series. And she is certified in mindful awareness.

