

kellycoveny

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creative strategy innovation



Hello. My name is Kelly Coveny.

I have roasted marshmallows on a live volcano in Nicaragua with my family, floated Indian style on the Dead Sea with strangers, eaten termites with my sons in Costa Rica, been blackballed by the middle school sports mafia and built multi-billion-dollar brands with the best minds in advertising.

I have filmed Venetian-masked models at midnight in Rome, performed my songs at The Bitter End in NYC and turned ADHD into a superpower. I have photographed black rhinos in South Africa, hunted acorn-hats in our backyard and spread the ashes of both my parents across the Atlantic.

I have tele-marketed truck parts, created international ad campaigns for A-list agencies, navigated country-western line-dancing as a cocktail-waitress, earned an MFA while unsuccessfully potty-training and produced two albums during lunch breaks and Metro-north commutes.

I have won Clio's, Cannes Lions, Communication Art and New York Songwriters Circle Awards. I have fought off wild charging turkeys with a rented bicycle to protect my son Leo and watched helplessly as a crazed dog attacked my son Finn in the face. I have learned about courage. About mojo, moxie and navigating mayhem.

I am a cross-pollinating content creator, intuitive path finder, innovative architect of options, excavator of insight, translator of paradox and adventurous visionary. I am an extroverted introvert, imagination zealot and radical, if not sometimes reluctant, optimist. I am a passionate collaborator, obsessive epiphany seeker and experiential alchemist.

I am, at my core, a curious pilgrim.

