

Bronwen Kennedy

Executive Creative Director/ Founder

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spring13.com

Experience:

Developing award winning creative for mostly Fortune 500 companies within all media channels- broadcast, print, direct mail, interactive. Overall management of creative staff, strategy, concepts, budgets, and production. Proven track record in new business development. Specializing in creative with measurable results to meet client objectives in the following business areas:

Direct to Consumer:

Weight Watchers- International
Time Warner Cable- Road Runner HSOL
AARP
Mead Johnson -Enfamil Baby Formula
Discovery- Education
John Norman's Farmers Markets

Business To Business:

FedEx
Sprint- PCS

HighTech:

Network Solutions
TESSCO
Sciquest.com
CYVIZ

Government:

US Mint
Virginia Parenthood
EDS

Hospitality:

Marriott- Rewards Program
Marriott- Senior Living
The Days Inn

Financial:

The NASDAQ Stock Market
Aetna Financial Services
Air Travel Card
Highline Wealth Management
Financial Services Advisory
FBB Capital Partners
SBSB

Health Care:

Blue Cross Blue Shield- FEP
Blue Cross Blue Shield- Trigon of Virginia

ProBono:

Phoenix House
Washington Area Women's Foundation

Publication Design:

ELLE Magazine, Paris
National Geographic
Architecture Magazine

Exhibit Design:

The National Zoo- Pollenarium

Pharmaceutical:

GlaxoSmithKline
Nicorette, NicoDerm, Commit- Lozenge
Bristol-Myers Squibb Company
Glucophage, Glucovance- Diabetes
Berlex Laboratories
Mirena- Birth Control
Smart Woman- Birth Control
ProCure Cancer Treatment Centers

Employment:

Spring13: Washington, DC— Creative Director/Owner: present
RTCRM (Young & Rubicam Brands): Washington, DC / New York, NY —V.P., Group Creative Director: 1997 — 2007
Earle Palmer Brown: Bethesda, MD —Senior Art Director, Creative Supervisor: 1995—1998
Elle Magazine: Paris, France —Art Director: 1995
Burns & Kay Design: Washington, DC —Senior Graphic Designer: 1993 — 1994
Charles Products: Bethesda, MD —Graphic Designer: 1992
Bloome & Mertz: Washington, DC —Graphic Designer: 1991

Education:

Parson's School of Design: Paris, France: July 1994 — January 1995
American University: BA, Washington, DC: December 1994
Corcoran College of Art & Design: Washington, DC: August 1990 — May 1992
Honors: Hurst Anderson Scholarship, University Grant, Dean's List Honor Student, Dean's Scholarship

Continuing Education:

Corcoran College of Art & Design: Washington, DC— Certificate Painting and Drawing : May 2006
School of Visual Arts: New York, NY— Milton Glaser Training Program
Ad College 1 & 2: Princeton, NJ— Certificate : September 2001

Awards/Recognition:

Addy's, Echo's, Caples, Effies, WPPGroup High Flyer, Brilliant Star

Languages:

English, French

Citizenship:

Australian, American

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