

# KEVIN SWEENEY

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## EXPERIENCE

### MOVEMENT STRATEGY JAN 2016 - PRESENT

GROUP CREATIVE DIRECTOR, CREATIVE DIRECTOR, ASSOCIATE CREATIVE DIRECTOR, SENIOR ART DIRECTOR

- + Oversaw ideation, creative strategy and content production across multiple brands including Netflix, HBO Max, Amazon Prime Video, Warner Bros., Under Armour, truTV, and USA TODAY
- + Managed team of creative directors, art directors, copywriters, video editors and creative strategists
- + Led successful new business pitches as creative lead in Los Angeles office — growing the creative team from two to sixteen people in two years

### SIRK PRODUCTIONS MAY 2010 - JUN 2015

CREATIVE DIRECTOR OF DIGITAL, HEAD DIGITAL STRATEGIST, STRATEGIST, OFFICE MANAGER, ASSISTANT, INTERN

- + Spearheaded the creation, branding, and development of new digital agency with specific focus on integrated content marketing
- + Oversaw all creative and strategy for all web design, social media, and branding campaigns

## EDUCATION

### SHORTY AWARDS 2020

**GOLD DISTINCTION — YOUTUBE:**  
[NETFLIX IS A JOKE](#)

### CLIO AWARDS 2019

**BRONZE WINNER — TV SOCIAL MEDIA:**  
[LOVE, DEATH + ROBOTS](#)

### CLIO AWARDS 2016

**GRAND CLIO WINNER — BRAND AWARENESS**  
**CAMPAIGN: [#TRUTVISATHING](#)**

### SITE OF THE DAY OCT 18 2013

**AWWWARDS.COM: [THE WES ANDERSON COLLECTION](#)**

- + Adobe Creative Suite
- + Video Direction
- + Editing & Motion GFX
- + Copy / Screenwriting
- + Illustration & Animation
- + UX / Web Design
- + Branding Design
- + Print Design
- + HTML / CSS / jQuery
- + WordPress Development

## SKILLS & AWARDS

### COLGATE UNIVERSITY 2006 - 2010

BACHELOR OF ARTS

- + Magna Cum Laude with Honors in Mathematical Economics
- + Minor in Film & Media Studies