

About Kevin Lynch

THE GOOD

- **Talented creative** (won as well as judged numerous international shows including One Show and Communication Arts; continues to serve as a copywriter on occasional assignments)
- **Strong leader** (well-versed in developing creative talent and working collaboratively with agency partners internally and externally)
- **Hybrid thinker** (led creative departments in both traditional and digital agencies; digital experience goes back to when AltaVista was THE search engine)
- **Entrepreneurially minded** (founded a highly respected creative boutique, Hadrian's Wall, and later sold it to MDC Partners; also founded creative consultancy, 15 Ideas)
- **Good business acumen** (helped profitably grow small creative boutiques as well as offices of global networks)
- **Broad client experience** (automotive, media, retail, restaurant, beer, travel, tourism, consumer packaged goods, financial, tech, government, over-the-counter drugs, etc.)

THE BAD

- **Terrible dresser**

Kevin Lynch

EXPERIENCE

PROXIMITY (CHICAGO)

Creative Lead (2009-present)

Hyatt Hotels, State Farm, Bayer (Bayer Aspirin, One A Day, Midol, Alka-Selzer, Flintstones), Illinois Lottery, Oxfam America, Art Institute of Chicago, Altoids

ZIG (CHICAGO)

Partner + Copywriter (2006-2009)

Elysian Hotels & Resorts, National Geographic Channel, Playboy, Harvard Business School Publishing, Brookfield Zoo, Illinois Department of Public Health, ethel's Chocolate Lounges, Lithia Motors, WMS, Toshiba, Microsoft

HADRIAN'S WALL (CHICAGO)

Partner & Writer (2001-2006)

Hewitt Associates, Harvard Business Review, DePaul University, SRAM, Americast cable TV, Wilson, Tsingtao, Stir Crazy, MagneCote paper, Illinois Department of Public Health, Pro Financial, Steve Ford Music

ARIAN, LOWE & TRAVIS (CHICAGO)

Executive Creative Director (1999-2001)

Loyola University Health System, Compuware, Armstrong Tools, Harvard Business Review, Acorn Mutual Funds, North Bridge Shopping Center, Midway

ROCHE MACAULAY (TORONTO)

Creative Director (1998-1999)

Reebok, IKEA Germany, Mercedes-Benz Canada, Eaton's Department Stores, Grand & Toy, Canadian Egg Marketing Board, Smartrisk

MCCONNAUGHY STEIN SCHMIDT BROWN (CHICAGO)

Associate Creative Director (1995-1998)

Walgreens, BMW, Illinova Energy, Circuit City, Wickes Lumber, Rio Bravo Cantinas, Pravda Records, Crain's Chicago Business, Sophie's Pierogies, Skyview Editorial

CAMPBELL MITHUN ESTY (CHICAGO)

Senior Copywriter (1993-1995)

Corona, Point Beer, Bakers Square, Partnership for a Drug-Free America, Heller Financial, Bigsby & Kruthers (Menswear), Masonite Siding, CraftMaster Doors

DDB (CHICAGO)

Copywriter (1991-1993)

Bud Dry, Bud Ice, Bud Light, Cypress Gardens, Busch Gardens, Sea World, Frito-Lay, McDonald's

CAMPBELL MITHUN ESTY (DETROIT)

Junior Copywriter (1989-1991)

Jeep, Eagle, Little Caesar's of Canada

AWARDS

Kevin has been recognized by, as well as judged, top award shows such as the One Show and Communication Arts.

OTHER

Occasional Lecturer/Instructor, VCU Brandcenter, Chicago Portfolio School, Michigan State University