



# KEVIN KARP

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A hands-on unicorn Creative Director with 14+ years experience.

## Work Experience

Known Global | New York, NY

**Creative Director:** 2021– 2024

**Role:** Led successful pitches, served as creative lead on multiple accounts, and wrote and developed award-winning work.

**Select Clients:** Grubhub, NBCUniversal, Rapyd, Build-A-Bear, National Park Foundation, Graduate Hotels, Warner Bros Discovery, Stony Brook University

DiMassimo Goldstein | New York, NY

**Creative Director:** 2015 – 2019

**Associate Creative Director:** 2013 – 2015

**Art Director/Digital Designer:** 2010 – 2013

**Role:** Mentored a creative team of twelve. Worked with Account and Strategy Directors to develop brand strategies and creative briefs. Developed trusted relationships with client stakeholders. Managed vendors including photographers, directors, illustrators, and web developers.

**Select Clients:** HelloFresh, Jackson Hewitt, Reader's Digest, TradeStation, SunBasket, Budget Rent-a-Car, Sallie Mae, FatHead, FreshDirect, Affinity FCU

## Freelance Experience

**AP Keaton** | Brands: Barefoot Wines, Laurent Perrier, Smarty Plants, Bluecoat Gin, Cutty Sark, Yada Yada

**ZenoGroup** | Brands: Timex, WWE, SiriusXM, AstraZeneca, Lenovo

**space150** | Brands: American Express

**Porcupine Armadillo** | Brands: Moet Hennessey

## Education

Savannah College of Art & Design

BFA, Graphic Design/Illustration

## Awards

Drum

**Winner OOH for Multi-Channel Strategy:**

GrubHub That Grubhub Feeling

Digiday

**Winner for Community Building:** Rapyd

Hack the Galaxy

Tellys

**Silver** Affinity FCU Kung Fee

**Bronze** Affinity FCU Fat Cats

**Silver** (2x) Fathead The Littlest Designer

**Silver** Reader's Digest Read Up

**Bronze** (4x) Reader's Digest Read Up (4x)

**Silver** (2x) L'Auberge Hotel and Casino

Resort Play Legendary

Addys

**Best In Show Print District II** FreshDirect

**Gold OOH District II** FreshDirect

**Silver OOH New York** FreshDirect

**Silver Baton Rouge** (2x) L'Auberge Hotel and Casino Resort Play Legendary

**Silver Integrated Campaign New York**

Double Cross Vodka

AdAge

**Gold Small Agency of the Year, Northeast**

(3x) DiMassimo Goldstein

## Skills

Advertising, Creative Direction, Art Direction, Copywriting, Creative Strategy, Generative A.I., Graphic Design, Brand Development and Naming, Concept Development, Social, OOH, Print, Broadcast TV, Digital Marketing, Web Design, Creative Management