

Jeff Kurek

CREATIVE DIRECTOR

A multidisciplinary, digital native, creative director. I pride myself in being both a leader/mentor, client facing, and hands on depending on what's needed to do game-changing work. Both extensive 360 creative in-house (more recent) and agency experience, so broad strategic viewpoint across capabilities.

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WORK EXPERIENCE

Creative Director

Accenture Canvas

07.17-10.23

- Key creative lead of the newly established in-house brand creative group, creating rich, interactive content for all capabilities, new business ventures, thought leadership initiatives, social, and events.
- Led the rollout of two major Accenture rebrands across touchpoints (Accenture.com, social, events, thought leadership, and new business initiatives).
- Key creative lead in many multimillion dollar new business wins and current contract extensions across several internal capabilities and industries (Cloud, Supply Chain, Data & Analytics, AI, Security), (Banking, Life Sciences, Travel, Automotive, Insurance, Public Services, Aerospace, Software and Platforms).
- Led the online promotion (Accenture.com, social, whitepapers) and launch of Accenture's first Chatbot capability initiative COBE.

Creative Director

Prudential Financial

01.15-05.17

- My team and I spearheaded many digital creative initiatives within the in-house agency. My role was both as a hands on designer and creative lead mentoring other art directors, writers, strategists and producers to help grow internal digital capabilities.
- Conceptualizing and designing new interactive content for Prudential.com, masterbrand, business units and social.
- Led a "first of its kind" content marketing initiative ("Insights") in cooperation with internal strategy, account and customer experience group.
- Led a small team who conceptualized, branded and launched the first ever Prudential podcast series.

SKILLS

Creative Direction

Concept Development

Branded Content

Art Direction

Team Building

Digital Marketing

Brand Development & Identity

Creative Problem Solving

Creative Strategy

Team Leadership/Mentoring

Design Thinking

Social Media Marketing

Experience Design

AI Creative Process Integration

MidJourney

Generative AI

Adobe Creative Suite

EDUCATION

Kutztown University, Kutztown Pennsylvania

B.F.A. Communication Design

AWARDS

