

David Cenko

Associate Creative Director

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Overview

- Dedicated Associate Creative Director with 25 years experience in strategic online marketing, branding and advertising
- Passion for the craft—including mentoring younger designers, as well as learning from them
- Desire to continue growth as a leader
- Highly adaptable—willing to work with vendors to deliver the best product
- Scalable—no project or team is too big or too small
- Motivated team player with strong leadership and interpersonal skills
- Exceptionally creative with solid problem-solving abilities
- Diligent multitasker focused on client's needs
- Optimistic, accurate and efficient

Recent Work Experience

Merkle Inc/dentsu | Associate Creative Director/Creative Director | 2014 - Current

- Created social, mobile and digital solutions for: **Albertsons, Ashley Furniture, Bally Sports+, FOX Entertainment, Hy-Vee, Nespresso, Subway** and T-Mobile
- Directed a team of designers, writers, and producers in creating engaging and effective national marketing materials, from concept to execution, across various platforms and media
- Analyzed campaign performance metrics and consumer insights to optimize creative strategies and tactics for maximum impact and ROI.
- Managed a high volume of CPG accounts within **Albertsons Media Network**, optimizing ad performance and driving revenue growth through strategic campaign execution
- Mastered the development of **Albertsons' DCO** (Dynamic Creative Optimization) national campaign templates for 12 brands and over 2,200 stores
- Championed the restructure of how **Subway** designed and developed emails, resulting in a more dynamic deployment process, saving hundreds of hours annually
- Managed the **FOX TV** digital media design of large-scale programming, such as the Super Bowl, the debut of WWE SmackDown and MLB World Series
- Solution minded—didn't dwell on a problem, instead sought a way to solve it effectively and efficiently—which allowed for quick turnaround on stakeholder feedback
- Gained leadership skills by working closely with Senior Management and Directors
- Collaborated closely with strategy teams to ensure alignment of creative initiatives with business objectives and target audience needs
- Praised for exceptionally efficient design skills, while never sacrificing quality
- Quickly adapted to the ever changing needs of the clients—learned as needed and instructed staff on those developments
- Worked in tandem with third-party vendors such as SundaySky, Movable Ink and Clinch to create world-class digital solutions

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Recent Work Experience (continued)

Stellar Agency | Senior Web Designer | February 2017 - May 2018

- Created social, mobile and digital solutions for: **Hewlett Packard Enterprise, Powerball, LA Works, Cadence Organization Design, Gemalto, Level 5**
- Redesigning and relaunched Powerball.com – making it more robust, while making it more efficient for the user
- Seamlessly handled multiple clients, projects and media while maintaining a positive attitude in a fast-paced environment
- Proactively took charge of all projects to maintain tight deadlines – owned the project from concept to development
- Facilitated client training for content management systems

simplehuman | Senior Web Designer | Torrance | February 2013 - May 2014

- Redeveloped and designed the entire online store checkout process
- Collaborated with UX, development and account teams in the U.S. and U.K. to develop a seamless international brand look and Content Management System structure
- Initiated the development of simplehuman.com web comps and weekly email communications tailored specifically for the mobile platform
- Maintained, designed and updated U.S. and U.K. site assets, to stay current with new products and promotions

Kaiser Permanente | Senior Web Designer | Pasadena | July 2011 - July 2012

- Created detailed web comps based off of UX wireframes, while using research information to enhance the total user experience
- Worked in tandem with IT, CMS Developers, UX, Editors and Researchers in order to fulfill all business requirements and to provide solid solutions to problems
- Preserved brand integrity by producing styleguides for all stages of the creative process

Level Studios/Rosetta | Senior Web Designer | Los Angeles | Feb 2011 - May 2011

- Specialized in interface design and the digital user experience on the BlackBerry account
- Conceptualized and executed design comps from ideation to production
- Aligned current and emerging trends in mobile and social media
- Responsible for creating cross-platform interface design and incorporating design methodologies into the creative execution

Education

Ball State University | Bachelor of Science | Advertising/Journalism | Dec 1997