

Mitchell Koenig

CREATIVE DIRECTOR

Philosophy

With a strategic focus, I work to develop innovative concepts across diverse client industries and project types, spanning from brand development to activation through integrated marketing campaigns. My creative direction blends inspiration, coaching, and critique to maximize team talent. I prioritize cultivating strong client relationships for optimal outcomes and continuously research industry trends and emerging technologies to stay ahead of the curve to offer cutting-edge solutions.

Education

BACHELOR OF FINE ART

College of Visual Arts · 2010

Contact

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Experience

CREATIVE DIRECTOR

StudioNorth · May 2021 to April 2024

- Oversaw creative direction and strategy for campaigns across various channels
- Led multidisciplinary teams to deliver innovative and impactful solutions
- Collaborated closely with clients to understand their objectives and developed compelling concepts that resonate with target audience(s)
- Managed multiple projects simultaneously, from concept development to final delivery, while adhering to strict timelines and budgets
- Advanced from Associate Creative Director to Creative Director
- Clients: Lenovo, CDW, GE Healthcare, Proscia, KeHE, Hollister Incorporated

ASSOCIATE CREATIVE DIRECTOR

UL · October 2019 to April 2021

- Developed brand compliant creative concepts for integrated marketing campaigns
- Led and mentored creative team from ideation through execution of deliverable including video and motion graphics, landing page and email design, interactive experiences, social media, event design, print collateral and more
- Aided in process development, file and workflow management and career development

SENIOR CREATIVE

Omobono · October 2017 to October 2019

- Developed creative concepts for varying client (Accenture) industries and verticals
- Executed campaigns across multiple deliverables including social media, landing pages, long form reports, presentations and tradeshow and event materials.

ASSOCIATE CREATIVE DIRECTOR

Accenture Interactive · February 2017 to October 2017

- Developed creative concept for opportunity centric marketing to aid account teams
- Executed ideas through various vehicles including experiential events, motion graphics, environmental displays, presentations and printed materials

ASSOCIATE CREATIVE DIRECTOR

Magnani Continuum Marketing · October 2013 to January 2017

- Developed creative concepts, provided direction and ensured brand consistency
- Collaborated to translate audience needs and business goals into polished solutions
- Advanced from Art Director to Senior Art Director then Associate Creative Director
- Clients: Marriott, CNA, AARP, Cat's Pride

SENIOR GRAPHIC DESIGNER

HealthPartners · March 2008 to May 2013

- Focused on brand development and activation for multiple business and product lines
- Aided in the development of workflow and project intake processes
- Advanced from Marketing Intern to Graphic Designer then Senior Graphic Designer