

Jillian Kavinsky Re

Full-stack creative.

Art direction and digital design, most of the time.
Strategy, motion, copy, and content creation the rest of the time.

Cincinnati, OH.
Born, raised, and chili-fed.

Core Capabilities

Art Direction / Design
Creative Strategy
Concept Development
2D Motion Graphics
Web Design + Development
Copywriting
Social + Digital Marketing
Cross-functional Collaboration
Stakeholder Alignment
(aka selling it)

Technical Skills

Adobe Creative Cloud –
Ps, Ai, Ae, Id, Pr, Au, Lr, Acrobat
Web Dev – Webflow, Wordpress,
Unbounce, CSS & HTML
Figma
Generative AI – Firefly, Luma,
Midjourney, OpenAI
Hootsuite, Sprout, CreatorIQ
Google Analytics

Awards

2023 District Mosaic Award,
recognized for work that
promotes a more inclusive
advertising industry
**2023 Kyiv International
Advertising Festival**, 2x Bronze
for PR and Activation
2022 AAF Silver, Social Media
2021 AAF Gold, Specialty Advert.
2016 AAF Silver, Social Media

Education

University of Cincinnati
BBA in Marketing, Information
Systems, and Electronic Media
*Lindner College of Business
Honors-PLUS Program,
Kirk & Jacki Perry Named Scholar*

Contact

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Portfolio:

www.jillian-kavinsky-re.work

HAVAS Red Senior Art Director

January 2025 to present

- Clients: Opill (Perrigo), OGX, Maui Moisture, Sanofi, Reckitt, Arrowhead Pharmaceuticals, Galderma Aesthetics, Project HOPE
- Developed big idea campaign concepts for brands across industries – from pharmaceuticals to consumer lifestyle and everything in between.
- Produced social media content and developed brand tone of voice and look & feel for over a dozen national and multinational brands.
- Designed digital assets and edited motion graphics and videos for social media accounts totaling over 12 million followers.

Curiosity Advertising Senior Content Designer

June 2019 to September 2024

- Clients: Brooks Running, DUDE Wipes, Holland America Line, theSkimm, Formica, pH-D Feminine Health, Roto-Rooter, MacPaw Foundation, Borden Dairy, altafiber
- Designed digital assets, social media content, storyboards, and concept decks for accounts totalling over \$8 million annually.
- Developed full campaign and activation concepts for brands, often including full-funnel voice and strategy all the way from concept to execution. Lead tone of voice and strategy workshops for large social media clients, helping inform both internal and external stakeholders on the value add of digital marketing media.
- Designed & developed websites and landing pages for product testing, engagement, and lead generation.

Crossroads Church Graphic Designer & Social Media Producer

January 2018 to April 2019

- Design engaging online content for fastest growing church in the U.S., working hand-in-hand with group marketing team to align organizational priorities.
- Build content strategy and schedule for national social media accounts totalling over 4 million followers, including developing analytics benchmarking for engagement and content performance to inform insights and future campaigns.

Curiosity Advertising Digital Art Director

August 2016 to December 2017

- Clients: Roto-Rooter, Mentos, Cincinnati Bell, Penn Station East Coast Subs, Dewey's Pizza, Downy

BHDP Architecture Marketing & Design Co-op

January to May 2016

- Aid client leaders in designing and developing brochures and proposals, winning new jobs, projects and clients for the firm.
- Design, write, and develop content and analytics strategy for digital and social media platforms. Run both external and internal development campaigns, capturing and synthesizing analytics to better inform lead generation.

Ohio National Financial Services Marketing & Development Co-op

May to August 2015

- Write, design, and develop new e-learning curricula for agents to better explain disability insurance to clients. Build multimedia marketing materials and rewrite copy to translate industry jargon into everyday language.

🌟 The fun bits

Ultramarathoner & Western States qualifier
School of American Thanatology Certified Death Companion
Court of Master Sommeliers Level 1 Certified | WSET Level 3 Certified
Garage rock fanatic, amateur gardener, foodie, dog mom, traveler, speaks German
Has perfected the Thanksgiving roast turkey