

Paul Kirner

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Creative Director / Art Director / Defender of the Craft

An accomplished, fresh-thinking, goal-oriented leader with a diverse background in building brands. Skilled in developing, producing, and implementing marketing campaigns and content that are unique, memorable, and effective. Ability to obtain the trust of agency team members and clients while delivering on marketing/communications goals. Experienced in delivering integrated or individual projects across diverse media touch points - traditional and digital. Collaborative manager/leader capable of cultivating and maintaining working partnerships across all agency disciplines to promote a healthy, cohesive culture with high-impact outcomes.

Areas of Expertise

- Advertising Campaign Development
- Conceptually Driven
- Strategic Storytelling
- Creative Team Leadership
- Develop Brand Consistency
- Digital and Traditional Idea Integrations
- Directly Enhance Team Ideas
- Client Leadership
- Collaborator
- Project Management
- Asset Production
- Adobe Indesign
- Strong Presenter
- Finding the Idea Within the Brief

Career Experience

MRM - Birmingham Detroit MI

Associate Creative Director

6/2021 - 2/2023

Co-creative lead of GM Certified Pre-Owned product launch. Collaboration and direction of 4 freelance creative teams and two staff teams in brainstorming, creative ideation, campaign development, research properties, property production, and final production of the launch campaign. Responsible for all digital, social, POS, and TV/video elements. Ongoing client contact and sustained management of staff, workflow, and account growth.

GTB (formerly Team Detroit) - Detroit MI

SVP Group Creative Director

7/2015 - 2/2020

Led a 27-person creative staff in all aspects of brand and B2B content for Ford Service, Ford Credit, QuickLane, Ford Collision, Ford Parts, Motorcraft, Omnicraft, and Ford Protect warranty programs.

- Strategic development of the creative brief, campaign, and content ideation
- Production management of all digital communications, OLA, social posts, video content, website experience maintenance, CRM, POS, print, and internal B2B materials.
- Enhanced and developed creative ideas for a Digital First consumer experience.
- Created and executed the first experiential B2C strategy for Ford Service outside of a dealership.
- Ford Warranty YouTube video finalist for WPP "Extraordinary Award," earning over 7M impressions and garnishing a CTR of over 22X the national average.

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Team Detroit - Detroit MI

SVP Creative Director – Ford Truck and Global Markets

1/1990 - 7/2015

Co-creative lead for all consumer communications for F-Series Brand, Commercial Truck, and Ford Fleet. Worked collaboratively with internal teams, Ford clients, and Ford Engineering to establish marketing messaging and planning objectives. Led a 6-person creative team and in-house studio in Brand Story Guideline development and integrated campaign development and final production of TV, print, digital content, CRM, and mobile materials.

- Creation of “Rant” F-150 launch campaign - 10 best campaigns as awarded by ADWEEK.
- “Rant” was the longest-running vehicle brand campaign in Ford Motor Company’s history, 10 years.
- Created and produced the Built Ford Tough signature “Slam” logo treatment.
- Numerous Awards from D Show, Clio, Mobius, Adweek, Archive, New York Film Festival, and International Automotive Advertising Awards.

As the creative lead of Global Emerging Markets, led all campaign development for The Middle East, Puerto Rico, and South Korea. Collaboratively worked with strategy and account teams to determine marketing messaging and deliverables. Led an 8-person creative group in all aspects of creative development, production, and translation of deliverables into foreign languages. Also, created live experiential events that were integrated into campaigns.

- Silver Effie Award for ME “ZeTails.”
- Gold Effie Awards for ME “Can a Car?”
- ME Ford Expedition campaign, “Everybody In,” boosted sales of Expedition from 2000 units to 60,000-unit sales in 1 year.
- The “Soul to Seoul” campaign blog for South Korea increased awareness with over 1M website hits in 4 Days prior to the mass media scheduled run.
- Team Detroit’s “Car Czar,” as named by ECD Toby Barlow. Worked with GTB’s in-house studio, Ford Designers, and Photographers to establish, implement, and maintain a process for new product imagery across all Ford vehicle product lines.

Additional Experience

VP Creative Supervisor – BBDO, Accounts: Pepsi, Diet Pepsi, and US Navy

VP Sr. Art Director – J. Walter Thompson, Account: Ford Motor Company

Education

Advertising Design / Art Direction

College of Creative Studies