

# Michael Kunhenn

creative

Fort Lauderdale, FL - Email me on Indeed: [indeed.com/r/Michael-Kunhenn/00fa1bfff4e63ab](https://www.indeed.com/r/Michael-Kunhenn/00fa1bfff4e63ab)

[www.mkbranding.com](http://www.mkbranding.com)

## WORK EXPERIENCE

### Creative Director

MKbranding.com - October 2006 to Present

was founded in 2006 as a marketing consultancy and has been the partner of choice for emerging and established brands looking for innovative branding and communications solutions through the Oct/2006 - present integrated use of web/ digital/ identity/ print/ motion graphics/ packaging and advertising.

Creative Director

- Manage complete project life cycle from project planning, strategic development, design and execution.

Senior Art/ Design Director

Web Designer • Manage all aspects of media design and utilization, including content development, promotional strategies, budgetary

Project/ Account Mngr. considerations, and deadline adherence across all channels, including print, web, and interactive media.

New York • Provide guidance and leadership with respect to marketing campaign strategy development, benchmarking,

Ft. Lauderdale implementation, post-execution analysis, theme development, and budget considerations to achieve better

Frankfurt results and understanding of innovative market solutions and trends.

- Research, screen, and strategically integrate various resources and partnerships to improve cost-benefit relationship and maximize client satisfaction.

- Successfully grew overall national results (% in comparison to same quarter last year) visual merchandising, in-store

customer experience, working together with merchant teams, internal and external vendors.

### Senior Art/ Design Director

MKbranding.com - June 2014 to June 2015

Manage complete creative project life cycles of quarterly and event campaigns, including strategic concept development, art direction & design, engineering, photo-shooting, pre- and post-production and implementation into 1600

Visual Merchandising,

stores of different configuration and sizes.

In-store Customer Experience

Boca Raton • Provide guidance, innovate and revise Brand Architecture & Brand Visual Identity Elements, improve creative

collaboration between departments and creative functions of national vendors and partners, optimize consistency across channels, media and communication vehicles.

Experience continued

- Provided creative vision of internal and external projects, with a strong focus on brand development, strategic processes and collaboration with clients and among internal environment, print & interactive teams.

### **Senior Art/Design Director**

Miami, FL - October 2004 to October 2006

Oct/2004 - Oct/2006

- Developed strategic and tactical road maps for integrated communication teams and third party vendors for Senior Art/Design Director launch of new brands in the marketplace, including advertising, direct marketing, POS, and interactive teams for Vitas Innovative Hospice Care, AdvantageCare and other key clients.

Miami

- Managed all aspects of media design, including content development, 75K+ photoshoots, promotional strategies, budgetary considerations, and deadline adherence across all channels, including print, web, and interactive media.
- Streamlined processes lead to deeper and stronger collaboration with internal departments and expanded relationships with clients.
- Recreated the Turkel brand, its offerings and all business development tools to provide greater clarity of services to new and existing clients.
- Brought extensive experience and knowledge of branding and interactive development into a direct marketing firm.
- Showed leadership of firm's new offerings, art directed its new brand and marketing materials, and established

### **Art/Design Director**

Ft. Lauderdale - January 2003 to September 2004

Initiated and led first comprehensive brand audit for key client evaluating all print, communication and web materials and streamlined their brand to maximize ROI.

- Partnered with cross-functional teams to execute all aspects of brand strategy, brand architecture, corporate identity development and brand guidelines.

### **Design Director**

- July 1998 to August 2003

Creatively led design teams in the re-branding of major multi-national corporations and the development of New York City specialized product branding initiatives for financial, automotive and manufacturing clients.

- Developed key protocols of new service offerings - including brand audits - to expand services available to clients during corporate identity initiatives.
- Junior Art Direction on major Advertising accounts. S&F ranks 4th place in Germany's creative ranking.
- Became Art Direction at Scholz & Friends

### **Art Director**

Berlin, DE - July 1993 to May 1998

## EDUCATION

### **Master-Degree in Advertising**

University of Fine Arts Berlin

## LINKS

<http://www.MKbranding.com>

## ADDITIONAL INFORMATION

### SKILLS

- Fluent in current design software and design-tools Adobe Creative Suite: Photoshop, InDesign, Illustrator, Acrobat  
QuarkXPress - Microsoft: Word, PowerPoint, Excel
- HTML & CSS basic knowledge, WordPress & Typo 3 administration & management

## DUCATON

### EDUCATIION LANGUAGES