

DAN RENAUD

Creative Director • Writer • Video Producer

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PROFILE

Creative director, writer and video producer bringing national-brand creative to Catholic and mission-driven organizations. Hands-on from strategy and concept through copy and production. Two National ADDY Awards, a National ADDY finalist, and dozens of local and regional ADDYs. Proven leader of agency and in-house teams, and an experienced remote and fractional creative director.

SELECT CLIENTS & AGENCIES

Brands: Wheaties • General Mills • Bud Light • Hyatt • Carnival Cruise Line • LiftMaster • Amazon myQ • Baptist Health • UK HealthCare • VITAS Healthcare • Toledo Zoo

Agencies: DDB • Doe Anderson • Born • Engine29 • Fusion IdeaLab

CATHOLIC & MISSION WORK

- **24/7 Eucharistic Adoration campaign, Cathedral of Christ the King.** Strategy, creative direction, copywriting and photography for an integrated campaign: six print, poster and social executions plus apparel extensions.
- **"Central to Your Life," Central Catholic High School.** Concept, writing and production of a recruitment video made when COVID closed the campus to visitors; still in use.
- Diocese of Lexington Communications Committee; long-running marketing for the diocese's Children's Holy Hour.
- Chaired the Tilma of Tepeyac Tour in Lexington: promotion, fundraising and logistics for about 4,000 attendees.
- Published photo essay, "54 Hours of Faith," on the National March for Life, in *Catholic Digest*.

EXPERIENCE

Stormkitchen Films | Independent Creative Director / Writer-Producer Ongoing

- Senior creative for agencies and brands on a project, retainer and fractional basis, working remotely with in-house and agency teams.
- Contract writer-producer for VITAS Healthcare, a major U.S. hospice provider: video, print and marketing assets (2024-present).

ChenMed | Associate Director, Creative & Video Production 2020-2023

- Creative lead and primary writer for a senior-focused primary care organization with 125+ locations in 15 states.
- Directed high-volume integrated work with designers and production teams across video, digital and print.

Communica | Creative Director / Writer-Producer 2014-2017

- Led a 16-person creative team across offices; integrated B2B and B2C campaigns and new-business creative.

Corrisoft | Marketing Director 2011-2013

- Built and led an in-house creative function; brand and marketing for government and public-sector technology audiences.

Earlier

- **Meridian Communications, Creative Director / Writer-Producer.** Led a 30-person, award-winning creative team at a \$50 million agency.
- **DDB and national agencies.** Copywriting and creative for national consumer brands.

EDUCATION & CAPABILITIES

B.A., Theatre, Loyola University Chicago. Additional training: The Second City, ImprovOlympic, Northwestern University, Writers' Boot Camp.

Creative direction • Brand strategy • Strategic communications • Copywriting & editorial • Integrated campaigns • Video conceiving, production & editing • Adobe Creative Suite / Premiere • Team leadership • AI tools: Claude