Dan Renaud

Creative Director · Copywriter · Video Producer

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PROFILE

Award-winning creative director, copywriter and video producer who finds the strategy, writes the line, runs the shoot and cuts the spot. Two National ADDY Awards, a National ADDY Finalist and dozens of local and regional ADDYs. Deep experience leading agency and in-house teams for national consumer brands, healthcare systems, B2B technology companies and mission-driven organizations. An early adopter of every wave, now using AI tools to move faster and keep crews and budgets lean.

Available now: full-time, fractional or contract. Remote (US and global); on-site or hybrid considered.

SELECTED RESULTS

- **Toledo Zoo, “Memories Shared Daily.”** 360-degree campaign (TV, radio, pre-roll, print, outdoor, social) lifted attendance 23% and passed one million visitors for the first time in a decade.
- **“Bad Things Happen.”** Six-spot integrated campaign for an Ohio copier and printer company, produced for about $100,000. 2016 National ADDY Finalist and 5th District ADDY Gold, Best Regional/National TV Campaign.
- **Amcor, “The Museum Cases.”** National Gold ADDY direct mail: museum cases of Snapple's packaging history with produced audio, hand-delivered across the country. Amcor got its meeting with Snapple.
- **Gerber Technology, “Reach Your Optimum.”** Global repositioning and tagline for a hardware and software company serving 100 of the Fortune 500, built out into website, trade print, exhibits, direct mail and 3D video.
- **That Lighting Store Without A Name™.** Naming and launch campaign for a new retail concept; the store doubled its sales projections and expanded to three locations.

EXPERIENCE

Independent Creative Director / Writer-Producer

Stormkitchen Films · Current

- Senior creative leadership on project, retainer and fractional terms for agencies, brands and mission-driven organizations.
- Contract writer-producer for VITAS Healthcare (hospice), 2024 to present.

Associate Director, Creative & Video Production

ChenMed · 2020–2023

- Creative lead for a senior-focused primary care organization with 125+ locations in 15 states.
- Creative director, writer, producer and co-editor of JenCare “Words to Live By” patient stories and ChenMed physician recruitment video, including “The ChenMed Way” and the Veteran Physician Spotlight.
- Creative director and writer on a vaccination poster campaign for ChenMed, JenCare and Dedicated Senior Primary Care.

Creative Director / Writer-Producer

Communica · 2014–2017

- Led a 16-person creative team running integrated B2B and B2C campaigns across TV, radio, digital, print and outdoor.

Marketing Director

Corrisoft · 2011–2013

- Built and led an in-house creative function marketing technology to public-sector audiences.

Earlier

- **Meridian Communications**, Creative Director / Writer-Producer: led a 30-person creative team at a $50 million agency.
- **DDB and other national agencies**, Copywriter: creative for national consumer brands.

CATHOLIC & MISSION WORK

- Strategy, creative direction and copy for a 24/7 Eucharistic Adoration campaign for the Cathedral of Christ the King.
- Concept, writing and production of a recruitment video for Central Catholic High School, made during COVID and still in use.
- Long-running marketing for the Diocese of Lexington's Children's Holy Hour; chaired promotion, fundraising and logistics for the Tilma of Tepeyac Tour (about 4,000 attendees).

CLIENTS & AGENCIES

Brands: Wheaties, General Mills, Betty Crocker, Bud Light, Michelob, Miller Lite, Kraft, Rubbermaid, Hyatt, Carnival Cruise Line, GMC Sierra, Snapple, Amcor, BASF, 3M, Gerber Technology, Toledo Zoo, Keeneland, World Equestrian Games

Healthcare: VITAS Healthcare, ChenMed, JenCare, UT Health, UK HealthCare, Baptist Health, Dana Cancer Center, Lexington Clinic, Cardiology Associates

Agencies: DDB, Doe Anderson, Born, Engine29, Fusion IdeaLab, Communica

SKILLS & TOOLS

Creative direction · Brand strategy · Copywriting · Naming · Integrated campaigns · Video concepting, directing, interviewing and editing · Radio · Team leadership

Editing: Adobe Premiere · **AI tools:** ChatGPT, Claude, ElevenLabs, Adobe Firefly

EDUCATION & TRAINING

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