

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 and B2B technology companies. 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 a business IT and network services firm, 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.
- **The Calling, ChenMed.** Produced the launch video series for the book by ChenMed’s CEO and Chief Medical Officer and was one of three editors: a :60 overview, a :20 teaser and three themed :30s for social and other channels.

EXPERIENCE

Independent Creative Director / Writer-Producer · Stormkitchen Films

Current

- Senior creative leadership on project, retainer and fractional terms for agencies and brands.
- Contract campaign writer for VITAS Healthcare (hospice), 2024 to present.
- Writer-producer for Born on Bullard, Stonestreet Farms and Commerce Lexington.

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.
- Producer and one of three editors on the launch video series for *The Calling*; creative director and writer on a system-wide vaccination poster campaign.

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, including “Bad Things Happen.”

Marketing Director · Corrisoft

2011–2013

- Led creative from the ground up at a well-funded technology startup; built the in-house team and produced a large body of video and branded content, including *Parole, Inc.*

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.

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 · Scripts · Naming · Integrated campaigns · Video concepting, directing, interviewing and editing · Radio · Team leadership
- Editing: Adobe Premiere · Adobe Creative Cloud · AI tools: Claude, ChatGPT, ElevenLabs, Adobe Firefly

EDUCATION & TRAINING

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