

# GREG KERNS

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## SUMMARY

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A creative and accomplished brand strategy executive, with broad-based expertise in campaign development, creative operations, and brand strategy, building and leading in-house agencies and multidisciplinary creative teams for high-end consumer and B2B brands. Develops and implements integrated campaigns across digital, video, experiential, and social channels, consistently elevating brand presence and driving business outcomes. Excels in creative operations, budget and resource management, and the digital transformation of creative organizations. Optimizes creative workflows and delivers content and production systems to maximize impact and efficiency.

**Creative Operations and Concept Development | In-House Agency Leadership | Executive Partnership Team Building  
Talent Development | Budget and Resource Management | Integrated Campaigns (B2B and Consumer)**

## EXPERIENCE

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### MOHAWK INDUSTRIES

Calhoun, Georgia

#### Senior Director, Creative Services

2022-2026

- Oversaw an internal agency, supporting three major brands and 15 product lines across consumer and B2B markets.
- Managed a \$2M annual creative production budget, consistently meeting targets while increasing creative quality and improving morale.
- Built and led a 30-person organization (design, copywriting, photography, video, motion, digital imaging) with six direct reports.
- Served as trusted advisor to C-suite executive leadership; influenced brand, campaign, and go-to-market strategy.
- Increased lead-generation traffic by 20% through in-house YouTube brand campaigns.
- Reduced outside agency spending by 80% and external production costs by 50% by scaling internal capabilities.
- Accelerated creative projects' turnaround time from six to eight weeks to five to ten days through operational and workflow improvements.
- Spearheaded all aspects of hiring, restructuring, mentorship, and promotion of top creative talent.
- Led digital transformation initiatives, including DAM and PIM systems, AI and CGI asset creation, and process optimization.

### GREG KERNS CREATIVE, LLC

Atlanta, Georgia

#### Freelance Creative Director / Creative Consultant

2018-2022

- Drove creative leadership and brand strategy for agencies and clients across consumer, B2B, healthcare, and social impact sectors.
- Partnered with marketing directors to develop integrated campaigns across digital, video, experiential, and social platforms.
- Delivered creative consultation and strategic business acumen to help established brands and small business owners deliver effective digital and traditional creative experiences.

### MOXIE (PUBLICIS GROUPE)

Atlanta, Georgia

#### Vice President, Group Creative Director

2013-2018

- Built and led a 25-person multidisciplinary team across design, copy, UX, and front-end development.
- Founded the Design Technology Group, connecting creative, data, platforms, and technology to deliver modern consumer experiences.
- Owned creative staffing, scoping, hiring, performance management, and \$200K annual talent development budget.

- Managed creative process, scoping and planning, hiring, staffing, and performance reviews.
- Owned annual budget for travel, training, and talent development.
- Partnered with AKQA and R / GA on digital brand standards across three rebrands; led CRM and UX initiatives that generated a \$1.1M lift in device sales and grew online sales from 6% to 15% (Verizon).
- Built a real-time digital creative team and implemented automation, delivering 5% growth margin in year one (Kohl's).
- Led and won the digital AOR pitch, growing the account from \$500K to multimillion-dollar revenue (BB&T).
- Served as group creative director and UX lead for a global website redesign (Ocean Spray).

## ADDITIONAL EXPERIENCE

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G2 USA (GREY GROUP), New York, New York, **Creative Director**, 2011-2013. Led digital creative, UX, and production teams for healthcare, finance, and consumer brands. Managed digital creative teams through concept development, content management of the DTC website, rich media banners, social media, KOL video production, and real-user photo shoots. Partnered with strategy and account leadership to guide campaigns from concept through execution.

GREY DIRECT (G2 DIRECT & DIGITAL), New York, New York, **Associate Creative Director**, 2006-2011. Led brainstorm and concept sessions for an initial campaign. Developed print ads, website and online banners. Wrote, produced, and edited finale video. Supervised copywriters and reviewed concepts for BMW and MINI credit card direct-mail programs. Developed point-of-sale tactics for dealerships. Created event marketing promotions for MINI Takes the States.

## EDUCATION

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NORTH CAROLINA SCHOOL OF THE ARTS, Winston-Salem, North Carolina  
**B.F.A., Coursework in Drama / Theatre Arts**

## PROFESSIONAL DEVELOPMENT

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*Zenith Manager of Distinction Executive Training Program*  
*Storytelling for Designers, LinkedIn Learning*  
*The Book Shop (Saatchi & Saatchi, Deutsch, Dailey & Associates)*  
*Mentor, The One Club Creative Boot Camp*

## PRESENTATIONS

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*Speaker and Panelist, Soundboard Marketing Conference*  
*Speaker and Panelist, She Says ATL*  
*Speaker and Panelist, ADDYs Atlanta*

## TECHNICAL SKILLS

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Adobe Creative Suite | Microsoft Office Suite | Digital Transformation and Content Management (DAM and PIM Systems) | AI, CGI, and 3D Asset Creation