

JOHN KUSH

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MY STUFF

Applying a career of experience and award-winning creative success in the Healthcare, Bio-Pharmaceutical, Genetics and Food/Beverage industries while building exciting new creative content with initiative and energy.

EXPERIENCE

Creative Brand Specialist

Kush Concepts, Inc.

2021 – Current

Chicago, IL

Established a freelance marketing and brand identity design business. Services include implementing major market promotions and sweepstakes for fortune 500 companies, designing market promotions, targeted data collateral and creative strategy for large event congresses. Collaborating with other writers, designers and content creators with cross-functioning purpose to ensure all projects are produced with the finest detail and highest quality.

Associate Creative Director

Integrated Merchandising Solutions (IMS)

2010 – 2021

Morton Grove, IL

Achieved ACD position managing a creative team for Franchise/Local Market programs nationwide on behalf of McDonald's corporation. Duties included overseeing 800+ major market print, digital and animated promotions throughout the calendar year. Liase with McDonald's agency of record (The Marketing Store) on targeted National programs and align the creative content with quality and consistency. Lead creative capability presentations, design services, strategic brand planning and attended weekly manager/production status meetings.

- Ensure all print, digital and animated project deadlines were designed, nurtured and produced to market on the client's robust timelines
- Manage and integrate client's Digital Asset Management (DAM) files into various promotional projects specific to local market needs for McDonald's franchises nationwide
- Tracked team efficiency with 90% billable time daily and pulled team reports for Accounting dept. on request as well as maintain monthly expense reports
- Hire and manage creative freelancers when temporary help was needed

EDUCATION

B.S. — Media Communications / Design

Northern Illinois University

DeKalb, IL

- Internship as Copy Writer and Producer WGBO-TV Chicago TV (Super 66)

SKILLS

Adobe CC

InDesign	After Effects
Illustrator	Premiere Pro
Photoshop	Adobe XD

Other Platforms

Powerpoint	Zoom
Sketch	Outlook
Airtable	Toggl
Google	WebEx
Systems	Box
MicroSoft	Drop Box
365	Proof HQ
MS Teams	OneDrive

CLIENTS

Abbott Labs	McDonald's
Baxter Health	MillerCoors
Brookfield Zoo	Novartis
Clariant	Ovation
CMG	Roche Labs
Dermik Labs	Saatchi/Saatchi
Dura Pharma.	Sanofi
Firmenich	Sara Lee
Fresenius Med.	Serono
Galderma Inc.	Sciele Inc.
Genzyme Corp.	SGS Int'l
Glaxo Smith Kline	Shire HGT
Huet & Cie	Upsher Smith
Kraft Heinz	World Heart Asc.

ACHIEVEMENT

3-Time National Rx Award Winner

SOCIAL

LinkedIn
Facebook
Instagram