

KEN CAMASTRO

CREATIVE MANAGEMENT + CREATIVE DIRECTION (ART + COPY)

THANK YOU for reviewing my profile. During my career it has been my great pleasure to build and manage exceptional creative teams, craft advertising and marketing communications for a host of brands across all communication channels, and consistently help elevate the standing and profitability of the clients, agencies, and especially the people for whom I've been responsible.

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And although I've made my bones managing creatives, I have never stopped being a creative—strategy-rich and hands-on. I love my job. I love my craft. And, in addition to the ad and marketing biz stuff, I've had the privilege and enjoyment of teaching adjunct at the university level for many years.

MANAGEMENT: Web Designers & Developers; CDs; ACDs; ADs; GDs; Production Artists ; Illustrators; Videographers; Copywriters & Editors; Proofreaders; Art Buyers; Print & Traffic Managers. HANDS-ON: Brand strategy & development; Concept & design; Web, mobile & SEO direction; Photo & video direction; Copywriting & editing; Vendor & project management; Staff development; Cost & job-scope projections; New business development; Client presentation & service.

History & Performance

Creative Manager - Director

Brea, CA
Apr 2017 - Present

Beckman Coulter

At Beckman Coulter, I am privileged to be running the creative department within the Diagnostics Marketing Division, managing both internal and external agencies for regional and global marketing communications.

Accomplishments:

- Redesigned the company's product photography style
- Implemented testing around the department's public-facing communications
- Reorganized the creative development process resulting in elevated efficiency and creative quality
- Enhanced the use of external vendors

Creative Group Director - West Coast

Irvine, CA
Sep 2013 - Sep 2016

Minacs Marketing Solutions

At Minacs Marketing we crafted direct-to-consumer solutions in the automotive service space. Through our dealer-variable programs, we secured a 98% automotive dealer opt-in rate for OEMs such as Honda, Hyundai, Ford, and Mazda. And, utilizing primarily (but not limited to) online, email, and direct mail channels, we delivered a high auto-buyer service loyalty rate for the dealers.

For Minacs, I had the opportunity to build, direct, and support a very talented creative team, which serviced our Honda, Hyundai, and Mazda clients. My team included Creative and Art Directors, Front-End Developers, Copywriters and Production Artists, housed both locally and in our Michigan office.

In addition to management, I was hands-on in creative strategy, concept, and graphic development, participated heavily in the agency's new business and internal strategy projects, was the primary creative contact for Honda and Hyundai, and was responsible for project budget and timeline forecasting.

Big Wins:

- Redirected client creative to achieve a steady rise in conversion rates (up 33%) over two years
- Streamlined our internal process for both cost and creative effectiveness
- Realigned and increased creative staff to more appropriately fit our clients' needs
- Lead the agency in new communication channel development

Creative Director

Irvine, CA
May 2012 - Mar 2013

Brandkarma, LLC

At Brandkarma we focused on disruptive advertising and marketing solutions for the B2B and B2C pharma markets. Our clients included forward thinking companies such as Prometheus Therapeutics and Diagnostics, Zymogenetics Biotechnology, and Accera (Alzheimer's treatment).

For these accounts, my responsibilities included client contact and management, and creative strategy and direction. I was also able to get my hands dirty with concept and graphic development (which included everything from web to package design), and copy editing for SEO. Also, for the agency in general, I was involved in new-business development and new-hire review and acquisition.

Highlights:

- Re-branded the agency's oldest client
- Elevated the agency's SEO copywriting acumen
- Developed comprehensive testing for freelance and applicant copywriters
- Built a robust full-time & freelance team

V.P. Creative Director

Irvine, CA
Oct 2008 - May 2012

DevicePharm

At DevicePharm we focused on (but did not limit ourselves to) the med-tech market, specializing in new-product launches. Our client roster was exceptionally inclusive and boasted top-shelf players including several divisions of Abbott Medical and Baxter Medical, along with others such as Edwards Lifesciences, St. Jude Medical, Tenex Health, and the Thoratec Corporation.

I was fortunate to service all of our clients as the primary creative contact, and manage a team of highly qualified creatives, which included Creative Directors, Art Directors, Web Designers and Developers, a Video Editor, and Copywriters.

Upon taking the position at DevicePharm, I was tasked with re-imagining our approach to, and development of, the agency's creative offerings. To this end, I was able to effectively reposition the agency as a creative force in the med-tech marketing space. On the ground level, I remained hands-on in project concept and strategy, was heavily involved in new business acquisition for the agency, and participated daily in the agency's internal management decisions.

Big ticket items:

- Helped facilitate a nearly 200% revenue increase to 12.5 million per year
- Increased the agency's creative and technical capabilities through staff optimization
- Successfully participated in each of the agency's new-business pitches

V.P. Creative Director

Newport Beach, CA
Apr 2002 - Oct 2008

Doner Advertising

Doner Advertising, based in Michigan, is a consumer agency with a long and prosperous history in the ad-game. From the Doner offices in Newport Beach, we serviced clients such as PacSun, D.E.M.O. Stores, United Healthcare, Kwikset/Black&Decker, and Mazda (primarily tier-three).

I headed up the California office's 25-person creative department, which was responsible for the above clients. In addition to being highly client-facing, my tasks included creative strategy and direction (across all platforms from print to web), team acquisition and management, new business development, department budget forecasting, and inter-office communication.

Cool outcomes:

- Upon taking the post, saved the 8-million Mazda tier-three account from review
- Cut an annual \$250,000 in department operating costs
- Managed a 700% increase in scope-of-work
- Proposed and launched the west coast interactive department

Professor Adjunct

Fullerton & Orange, CA
Oct 1989 - Present

Chapman University & Fullerton College

I am currently an Adjunct Professor at Chapman University where I designed the curricula for, and have instructed Internet Communications for Advertising and PR Majors, and Business Practices for Graphic Design Majors. I have also had the pleasure of instructing Advertising and Design at Fullerton College. In total, my adjunct teaching experience spans more than fifteen years.

Creative Manager-Director

Brea, CA

Beckman Coulter

Bachelors

Fullerton, CA

California State University, Fullerton

I was a horrible student, but I gotta' say, it made me a better teacher.

Added Learning

Responsive web design
Content marketing
Mobile design & development
Social media marketing
Search engine optimization
Website planning & strategy
Online marketing
Email marketing
Web accessibility
Web fonts & typography
Creating better blog content
Online video practices
UX & UI
Business development
Presentation skills
Copyright law
Employment law
Entrepreneurship basics
Social & business etiquette
Interviewing practices
Negotiation techniques
Business correspondence
Photoshop for web design
CSS & HTML for designers
Language impact strategies
Writing in short form
Contract basics
Business financial systems
Job systems
PR, news, and news jacking
Customer relationship marketing
Presentation and lecture skills
Business systems (DBS)

Related

Related Stuff

Production Design: Television - SCORCH (series) • Film - USC graduate and undergraduate films • Theatre - Fullerton College; Fullerton Civic Light Opera Company; The Pacific Ocean Foundation

Non-Profit Work: Juvenile Diabetes Research Foundation; Sego-Lily (center for abused hearing impaired women); O. C. Marathon; Musical Theatre Academy of Orange County

Book Inclusions: Print Magazine (design); Kiss & Sell - Writing for Advertising (campaign feature)

Awards

Awards

- Best in Show: LAAW
- Best in Print: International - MMA (Medical Marketing Association)
- Gold: Journal Advertising - In-Awe (International Award of Excellence)
- Gold: Sales Promotion - LAAW
- Gold: Sales Promotion - LAAW
- Gold: Sales Promotion - LAAW
- Gold: Package Design - LAAW
- Best in Print: MAME (Major Achievement in Marketing Excellence)
- Silver: Corporate Website - Web Health Awards
- Silver: Marketing Effectiveness in Healthcare/Medicine - Summit International Awards
- Silver: Specialty Collateral - Summit International Awards
- Bronze: Collateral - Summit International Awards
- Davey Award: Specialty Brochure
- Inclusion: Print Magazine
- Marketing Effectiveness: Campaign - Summit International Awards
- Award Finalist: Branded Website - MM&M (Medical Marketing & Media)
- Summit Creative Award: Tradeshow
- Print Award of Excellence: Direct Mail
- Fleet Owner Award: Vehicle Graphics
- Excellence Award: PIASC (Print Industries Asso. of S.C.)

Brand History

Brand History

AUTOMOTIVE+

American Honda Motors; Autobank Automotive; Automotive Consumer Services; BMW; Buick Isuzu; Campbell Automotive Group (Ford, Nissan, Mazda, Saturn); Duffy Electric Boat Co.; Genesis; Hyundai; ICT Corporation; Isuzu; Lew Webb's Toyota of Buena Park; Mazda North America; Mini; Nabers Cadillac; Nissan of Huntington Beach; Saab of Santa Ana; Toyota; Walnut Valley Collision

BUSINESS

AAA; AARP; The Graycon Group; GreenUmbrella.com; Hewitt Associates; Hospitality Data Services; OCTANE: LaunchPad, Programs, Signature events, Capital Connections, TalentEngine, Foundation for Innovation; Omega Contract Design; Sirod Technologies; United Parcel Service; Virtual Agent Services.

ELECTRONICS

ABLE Communications; Canon; Casio; Compass Computer Group; Gemstar Corp.; Hitachi; ITT Cannon; Kodak; Laser Diagnostic Tech; McDonnell Douglas Computer Systems; Memorex; Microsoft; Nano Pulse Ind.; PhoneMate; Pioneer; Sirius Radio; StarSight; Technology Marketing Inc.; Telatemp Corp.; Zenith.

FILM & ARTS

3-Ring Circus; Blue Zero Publishing Company; Disney Interactive; Disney Pictures; Don Mischer Productions; Eyemark Entertainment; Joseph G. Matecevac; L.A. Cable Co-Op; LENA; Metro Goldwyn Meyer; MGI Distribution; Momentum Distribution; Paramount Studios; Pittard/Sullivan Design; The Post Group; Real Guys; Reed Midem Organization; Richard Simmons, Inc.; The Sleepy Kid Company Ltd.; Sofa Entertainment; Sunflower Power Productions; Vox Box Arts Collective; Warner Home Video.

FOOD

Nature's Recipe Pet Foods; Nestlé: Alpo, Baby Ruth, Butterfinger, Carnation Hot Cocoa, Carnation Instant Breakfast, Chef's Blend, Come 'N Get It, Crosse & Blackwell, Crunch, Dr. Ballards, Fancy Feast, Flips, Friskies, Juicy Juice, Kern's, Mighty Dog, Nescafé, Nestea, Nesquik, Nips, Score, Spree, Taster's Choice, Toll House, Treasures; Rancher's Reserve.

MEDICAL

Abbott Medical Optics; Abbott Nutrition; Abbott Molecular;

Accera; Ace Vision; Amgen; Aspen Education Groups; AtheroNova; Avantis; Baxter: Floseal, Sevoflurane, Tisseel; Brevibloc; Beckman Coulter; Cameron Health; CardioGenesis; The Chiron Corp.; Clearview Vision Institute; CRC Health Group; Dallen Medical; Dey Industries; DxTerity; Edwards Lifesciences; EM Pharma; Endologix; EpiPen; Faulding Medical; The Gavin Herbert Eye Institute; GSMS; Guidant Vascular Systems; HOYA; iScience; Iverson; The Medicines Company; MESA labs; MicroVention; MindFrame; MP Biomedicals; National Keratoconus Foundation; OptiMedica; Ormco; Orqis; Ortho2; Pacificare; Prometheus; Providence Speech and Hearing; Secure Horizons; SenoRx; St. Jude Medical; Suprane; SybronEndo; Tenex; Thoratec; Transenterix; Ultrafem, Inc.; United Healthcare; Vention; Vertos; Zymogenetics.

NON-PROFIT

Juvenile Diabetes Research Foundation; The Musical Theatre Academy; Orange County Marathon; T.H.I.N.K. Together; University of California, Irvine; The Young Musicians Foundation.

PROMOTIONAL

Alain Jamar Design; The Direct Marketing Agency; ELA Advertising; Hayes Martin Asso.; Heil-Brice; J. Brock Sales, Inc.; Kogei America, Inc.; The Macphee Group; Master Marketing Inc.; Mitchell & Company; Promotion Design Group; Sales Media Inc.; Wood Associates; ZGroup.

PROPERTY

ACD, Inc.; Chapman Heights; City of Anaheim; Dana Point Resort; Fleetwood Manufactured Homes; The Irvine Companies; Ladera Ranch; R&B Property Services; ROP N.O.C.; The Sands Hotel; The Sheraton Corporation; Spires Restaurants; Youngblood Developers.

RETAIL

Color Brites; d.e.m.o. Stores; The Dial Corporation; Everett & Ray Hardware; Jacuzzi; Kinko's Corporation; Milani Cosmetics; Pacific Sunwear; Public Storage; Safeway Stores; Sam's Club; Sears; Tressa Hair Products; Virginia Surety Company.

TEXTILE & INTERIOR

Allied Fibers; Bentley Mills Carpets; Black & Decker; Bob Mitchell Designs; Borden-Foremost/Sunworthy; Casella Lighting; Chembond; Designweave Carpets; DuPont Fibers; James Seeman Studios; Johnsonite Flooring; Kwikset; Mannington Mills; Momentum Textiles; Pacific Crest; Pindler & Pindler Fabrics; Price Pfister; Royalty Carpets; Tuflex Industries; Weiser Locks.

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