

MONDOKEENER

TOM KEENER / CONCEPTS AND COPY / ALL MEDIA

INTRO

I've been a copywriter since 1991 and I've worked almost exclusively in interactive since 1994. I have extensive experience in a number of categories including financial services, home improvement, technology, automotive, telecommunications, and OTC drugs, but I like to work on lots of different sorts of things. I was an ACD at a larger firm (CKS) and a CD at boutique shop. I've been freelance since 2001. I'm happy to run the creative side of your project or consult on some particular aspect of it, or concept your next site or 360° campaign, or just write it.

In my spare time I direct plays, write and direct movies and cartoons, and record with my band, The County Kings. I live in Brooklyn with my wife, Maria, and our two kids: Harry (9) and Isabel (7).

RECENT PROJECTS

CINEMAX HD

Print (Wired), Outdoor, and Interactive.

LOTUS NOTES VIRALS

Concepted global Lotus Notes video campaign (Agency: OgilvyOne).

[See videos](#)

VALSPAR.COM

Co-wrote entire home improvement site with my frequent writing partner, Mark Bellusci. Big project. Check out the makeovers. (Agency: Icon/Nicholson)

[See website](#)

Winner 2007 Award for Outstanding Achievement in Web Development (Web Marketing Association)

SIX FLAGS 360°

Set copy tone and wrote 8 of 26 Six Flags sites. (Agency: OgilvyOne).

Winner Best Family Website 2007 (Web Marketing Association)

Also wrote Six Flags radio spots:

BATHING GRANDPA

[Listen to mp3](#)

CENTURY 21

Co-directed video for YouTube sweepstakes.

MISC. PROJECTS

- Wrote VerizonBusiness.com and VZB online media from 2003 through 2006 (iDeutsch)
- Online media Kodak Gallery (OgilvyOne)
- FindTheUpside.com for Marsh Insurance Guarantors (OgilvyOne)
- Online media for Van Kampen Mutual Funds (OgilvyOne)
- TV concepting for Panasonic consumer electronics (Renegade)

- Wrote and directed Viral video for Panasonic Oxymite batteries (Renegade)
- Interactive advertising for Extra Strength Tylenol, Children's Tylenol, and Tylenol PM including the NASCAR Team Tylenol promotion, the Tylenol gay and lesbian initiative, and efforts targeting new mothers (iDeutsch)
- Print collateral for the reopening of Rockefeller Center's observation deck (Tishman Speyers Properties)
- Original animation shorts for Comedy Central's new entertainment channel on Virgin Mobile
- Brochure for the American Bank Note Corporation
- Opt-in email for Panasonic D-Snap (Renegade)
- TD Waterhouse site rewrite (Cossette Post)
- Interactive trial acquisition program for Novartis Zelnorm (iDeutsch)
- Rich media banner campaign for Monster.com (iDeutsch)
- Game promotions (advertising and sites) for Snapple (iDeutsch)
- Brand strategy and naming for new futures trading vehicle (the New York Mercantile Exchange)
- Guerilla marketing events, posters, promotional items and direct response email campaigns for Citigroup's Women and Company financial services division
- Naming conventions for Sony's B2B intranet
- Online creative for Toyota's "green" automobiles

EMPLOYMENT HISTORY

Creative Director. Primordial, NYC, Sept 2000 – Sept 2001

Led ten-person boutique creative department with expertise in brand strategy and interactive design. Responsible for Creative Department staffing (including art directors and copywriters) morale, process and quality of work.

Developed identity, logo, messaging and collateral for Primordial and numerous Pequot-Ventures-capitalized startups.

Associate Creative Director. CKS/MarchFirst, NYC 1998-2000

Interactive creative lead on Audi, Coty, The Vitamin Shoppe, The Street.com, GE Capital, JP Morgan, Duracell, Mars Music, Careerbuilder.com, The Children's Television Workshop, Greenwich Associates.

Produced print campaigns, radio commercials and online advertising.

Authored brand strategies and creative presentations.

Winner of One Show Merit Award for Audi.

Nominated for a CASIE for Best Online Advertising for TheStreet.com.

Senior Copywriter. SiteSpecific, NYC 1997-1998

Responsible for branding and interactive direct marketing for financial services clients including SureTrade, and TheStreet.com.

Authored and oversaw execution of Suretrade's online brokerage account acquisition program.

Other clients: Microsoft, Yahoo, Nynex, Travelocity, IBM, Intuit, Deloitte & Touche, NECX and About.com.

EDUCATION

Creative Director. Primordial, NYC, Sept 2000 – Sept 2001

B.A. Major in English. Minor in Western Tradition, Cum Laude, Full Merit Scholarship.

Third year at Trinity College, Dublin.

I studied acting at the H.B. Studio with Herbert Berghof and William Hickey.

OTHER CREATIVE INTERESTS

OFF-BROADWAY

OEDIPUS REX BY SOPHOCLES OCTOBER 2007

Directed and co-adapted modern dress production transposing the action from Thebes to post-Katrina New Orleans. The Gene Frankel Theater.

THE COUNTY KINGS

My Irish band. We do a mix of traditional tunes and ballads.

See [MySpace/CountyKings](#).

THEM KEENER BOYS. NYC 1993-2000

Teamed up with brother Dave in 1993 to write and produce comedy shows, music and movies. Note: Them Keener Boys have developed Flash animation projects for Showtime.com, ComedyCentral.com, The Shooting Gallery, and Icebox.com.

Named Manhattan's Best Local Comedians 1999 by The New York Press.