

Leo J Kosir

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/ SUMMARY

A highly accomplished and visionary global creative executive with multifaceted experience in brand platforms, program management, marketing, team mentorship, process management, operations management and strategic planning. A proven track record of success in directing, managing, and building in-house creative cross-channel teams in development of immersive integrated campaigns, connected consumer experiences and solutions to drive awareness, engagement and conversion for global retail brands. A passionate leader, who leverages exemplary design, storytelling, and communication skills to build strong relationships and bring marketing strategies to life through extraordinary and strategic creative.

/ CORE COMPETENCIES

Channels: Digital, Mobile, Social, Photography, Video, Print, Packaging

Industries: Retail, Education, Financial Services, Food, Health & Wellness, Hospitality, Pharmaceuticals, Technology

/ EXPERIENCE

CLAIRE'S STORES, INC
VP Global Creative Director

Chicago, Illinois
2020 - 2022

Led the conception, evolution, execution, and implementation of consumer-relevant omni-channel global creative concepts and visual marketing programs, ranging from print, packaging, media to digital solutions that attributed to 53% and \$275M global sales growth. Managed a diverse team of 25+, optimized workflow and priorities to develop engaging content that told brand stories, showcased vision, and created and developed seasonal campaigns while eliciting emotional response from consumers. Collaborated with leadership and monitored budgets. Delivered creative content that drove sales of \$94M and growth of 70% in 20+ global Concessions partners.

- Maintained, evolved, and elevated Claire's and Icing brand standards, guidelines and templates, and proactively communicated all items internally and externally with multiple agencies.
- Led C-suite level meetings and presentations.
- Reviewed, monitored, and enforced all Claire's and Icing creative to ensure brand alignment including creative for partners such as Franchise and Concessions.
- **Clients:** Claire's, Icing, Walmart, Macy's, Kroger, CVS, Asda, Casino, Matalan, Franprix and Carrefour

TRANSFORM CO (FKA SEARS / KMART)
VP Creative Director

Chicago, Illinois
2015 - 2020

Drove development of client brand platforms, strategic direction, and deliverables across all disciplines. Facilitated strategic development of Sears and Kmart brands. Directed creative and omni-channel teams of 200+ to drive brand evolution and campaign executions (digital, photography, video and print). Ensured continuity in customer-focused creative which aligned with corporate business strategies and goals. Managed the marketing content creation for \$1 billion annual advertising budget.

- Spearheaded in-house brand creative teams to deliver strategic brand development, rebranding, campaign development, style guides, and marketing deliverables.
- Partnered with C-level executives, marketing leaders, and cross-channel teams to increase efficiencies in market delivery, while managing and nurturing all client relationships.
- Empowered and motivated cross-disciplinary teams to bring exceptional ideas to life that produced effective business results.
- **Clients:** Sears, Kmart, Kenmore, Craftsman, Diehard, Jaclyn Smith, Adam Levine, Shop Your Way, Smart Sense

ABELSONTAYLOR
Associate Creative Director

Chicago, Illinois
2011 - 2015

Facilitated multi-disciplinary creative focused team in developing brilliant creative solutions for pharmaceutical brands across wide range of media including: digital (web, tablet, mobile, email), print, out of home and broadcast.

Nurtured creative growth while confidently leading brands and contributing to new business opportunities. Provided business acumen and partnered with leaders to ensure budget goals.

- Mentored brand creative teams to move creative process forward strategically and deliver breakthrough experiences for web, iPad apps, mobile, and print including 2 new product launches
- Collaborated with teams of 200+ interactive strategists, developers, producers, and account services to develop strategy and solutions for wide variety of projects.
- Shaped the new 2013 multi-channel campaign launch for Dexilant that resulted in 34% increase of consumer awareness of product benefits.
- Created and managed user experience deliverables, including: cutting edge interface designs, user personas, page schematics, wireframes, and usability testing.
- **Clients:** Amitiza, Androgel, Dexilant, Enbrel, Kaletra, Latuda, Oseni / Nesina / Kazano, Takeda, and Vertex.

/ ADDITIONAL EXPERIENCE

ARS ADVERTISING, Chicago, Illinois, **Creative Director**

Provided creative direction and managed a digital team of 18+ in ongoing development of some of nation's largest retailer websites. Brought deep understanding and passion for user-centered design, and rich background in development of digital experiences. **Clients:** Craftsman, Eureka, Gladiator, Kenmore, Kmart, MyGofer, Sears, and Whirlpool.

BRULANT, Cleveland, Ohio, **Design Director**

Unified the creative team to develop, concept, produce and execute interactive CMS and traditional site experiences. **Clients:** Borders, Charter One Bank, Dirt Devil, Glidden, Hallmark, Hoover, Huntington Bank, Johnsonite, MTD, Marriott, National City Bank, Nationwide, Pearle Vision, Sears Optical U.S. & Canada, Things Remembered, Tractor Supply, Ulmer + Berne, and University Hospitals.

SCK DESIGN, Cleveland, Ohio, **Art Director and Project Manager**

Provided project planning & management, design strategy and visual design solutions for annual reports, websites, corporate and brand identity, and marketing collateral. Initiated and led concept creation and brainstorming efforts by collaborating with clients to define priorities. **Clients:** American Heart Association, Case Western Reserve University, Century Business Services (CBIZ), Cleveland Clinic, Great Lakes Theatre Festival, Oberlin College, and UniFirst Corporation.

DONER ADVERTISING, Cleveland, Ohio, **Art Director**

Conceived and executed ad campaigns, produced creative assets for corporate branding, packaging, point-of-sale, business-to-business collateral materials and catalog design, that amplified brand value propositions. **Clients:** American Greetings, BP (British Petroleum), Bannigan's, DuPont, FTD, MTD, Nestlé, and Ponderosa.

/ EDUCATION

KENT STATE UNIVERSITY, Kent, OH. **BFA, Visual Communication Design**

/ AFFILIATION

AIGA Cleveland Programming Committee Chair

/ HONORS & AWARDS

Pharma Choice Awards: Silver Award for Best App, 2014 **CLIO Healthcare:** Bronze CLIO, 2014 **Creativity International:** Silver Award for Outstanding Creative Design 2013 **Med Ad News Manny Awards:** Best Interactive Campaign 2013 **Rx Club:** Interactive Award of Excellence, 2012 **GDUSA American Graphic Design Awards,** 2010

/ TECHNICAL SKILLS

Adobe Creative Cloud Suite / Microsoft Office Suite