

KIRT GENTRY

949-633-9225

kirtgentry@me.com

kirtgentry.com

I grew up in Orange County on an avocado grove, long before it became the OC. I have a particular passion for Fender Jazz basses and Guild Acoustics. There's a Jeep Rubicon parked in my driveway that drives on too much asphalt and not enough dirt. I always prefer non-fiction. And in between it all, I practice the craft of advertising — wishing there were four more hours in each day.

Places I have worked:

Innocean, Huntington Beach

2012-present Associate Creative Director

Responsible for writing, presenting and overseeing a wide range of creative output for Hyundai Dealer Automotive Associations.

- Created "Take a Long Look" campaign that now consists of 15+ spots
- Wrote and produced multiple broadcast campaigns for both regions and individual dealer groups — including National Sales Events, 90-day campaigns and retail mini-events
- Wrote & executed digital, social and CRM to seamlessly carry off-line messaging online
- Collaborated with multiple agency departments including broadcast production, UX designer, web developers, social media department and others for the development of integrated campaigns
- Attended South Central Region dealer group councils to present creative work and solicit direct client feedback
- Wrote and produced additional national Hyundai broadcast
- Wrote and produced New York Festivals finalist radio for non-profit CarePossible

LehmanMillet, Irvine

2009–2012 Associate Creative Director

Managed copywriting staff and proofing department of a medium-sized, creative healthcare agency

- Wrote and executed both consumer and professional campaigns for a variety of healthcare clients including Edwards LifeSciences, Quest Diagnostics' Focus Division, Abbott Medical Optics and Spectrum Pharmaceuticals
- Wrote and produced online content, patient education materials, professional sales materials, and more

Young & Rubicam, Irvine

2006–2009 VP/Associate Creative Director

Responsible for writing, producing and overseeing creative output for Lincoln/Mercury Western dealer groups including Texas, California, Arizona, Colorado, New Mexico, Oregon & Washington.

- Wrote and produced broadcast for both regions and individual dealer groups
- Wrote & executed digital campaigns to seamlessly carry off-line messaging online
- Collaborated with multiple agency departments including broadcast production, UX designer, web developers, social media department and others for the development of integrated campaigns
- Attended dealer group councils to present creative work and solicit direct client feedback

Freelance

2001-2005

Gun for hire solving problems both large and small for agencies such as TBWA/Chiat/Day, The Garage Team Mazda, Saatchi & Saatchi, Foote, Cone & Belding, Deutsch and BBDO to name just a few.

Team One, El Segundo

1999-2001 Sr. Copywriter

Created broadcast, print and more for Lexus.

Hal Riney & Partners, San Francisco

1997-1999 Copywriter

The place where I honed my craft as a writer on Saturn, Evergreen Mutual Funds and First Union National Bank.

It's also the place where I collected my own personal stash of Hal Riney encounters. Remind me to share them with you.

dgwb, Santa Ana

1994-1997 Copywriter

A great place to start a career in advertising working on a number of great accounts with great people — many of which I'm still in touch with today.

Prizes I have won:

One Show

Communication Arts

NY Art Director's Club

NY Festivals

AAF

Belding Awards

Luerzers Archive

Cannes finalist