

KIRT GENTRY

CREATIVE DIRECTION | COPYWRITING | CONTENT | ETC

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kirtgentry.com

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

Places I've Been:

Innocean, Huntington Beach

Associate Creative Director 2013 - present

Responsible for conceiving, presenting and producing a wide range of creative output for Genesis, Hyundai and the Hyundai Dealer Automotive Association. Created "Take a Long Look" campaign that grew to consist of over 30 spots over the span of four years. Collaborated with multiple agency departments including social, digital, UX and design to ensure campaign continuity.

LehmanMillet, Irvine

Co-Creative Director/Copy 2009 - 2012

Managed copywriting staff of this creative healthcare boutique. Led creative development for clients including Edwards LifeSciences, Quest Diagnostics, Abbott Medical Optics and more.

Young & Rubicam, Irvine

VP/Associate Creative Director 2006 - 2009

Creative lead on Lincoln/Mercury Western dealer account which included all dealer groups west of the Mississippi. Oversaw creation and production of all television, radio and digital creative.

Freelance

2001 - 2005

Gun for hire solving problems both large and small for agencies such as TBWA/Chiat/Day, The Garage, Saatchi & Saatchi, FCB, Deutsch, BBDO and more.

Team One, El Segundo

Senior Copywriter 1999 - 2001

Created national broadcast, print and more for Lexus.

Hal Riney & Partners, San Francisco

Copywriter 1997 - 1999

The place where I learned my craft working on Saturn, Evergreen Mutual Funds and First Union National Bank. It's also the place where I collected a rather fine collection of stories regarding my encounters with Mr. Riney himself. Remind me to share them with you.

Prizes I've Won:

Emmy Awards Shortlist

Cannes finalist

One Show

Communication Arts

NYAD

NY Festivals

AAF

Luerzer's Archive