

KEITH MANNING VP | EXECUTIVE CREATIVE DIRECTOR

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As someone who doesn't care much for titles, I've had many. I've worked at some of the most successful global brands within their respective categories and advertising agencies of all sizes. Whether incubating brands from the ground up, establishing brand identities, developing integrated go-to-market campaigns or leading full-service creative teams, enabling brands to foster breakthrough creative is what I love to do.

WORK

TJX Companies, Inc | Framingham, MA
AVP Executive Creative Director of TJMaxx & Marshalls 2019-Present

Leading 50 person, multidisciplinary creative teams responsible for developing and executing multi-channel marketing content across all digital platforms and retail stores.

Led the Marshalls brand visual identity refresh 2022; currently leading the TJMaxx brand visual identity refresh for 2024

Led the creative launch of Marshalls.com, helping translate the off-price, brick and mortar business model into a thriving eCommerce platform.

Jack Morton | Boston, MA
Group Creative Director 2018-2019

Responsible for managing a 15+ person creative team and leading the experiential and integrated marketing creative development for brands like Google, Liberty Mutual, L.L.Bean, Lycra and Subway.

SharkNinja | Newton, MA
Vice President Brand Marketing Creative 2014-2018

Built a 20+ person, multidisciplinary in-house creative team responsible for developing and executing go-to-market product positioning and strategies across all in-store and online consumer touch-points.

Led the in-store and online go-to-market creative launch of the 2015, 2016 & 2017 Shark and Ninja new product portfolios, totalling over \$2B in product sales YOY.

Established strategic creative social content approach, creating a more engaged community across top social platforms for the Shark, Ninja Kitchen, Nutri Ninja and Ninja Coffee Bar brands, helping to grow the network from 60,000 followers to 1.5M.

Vistaprint | Lexington, MA
Creative Director - Global Marketing 2012-2014

Responsible for managing/developing the creative team, overseeing the creation of 5,000+ deliverables annually and driving increased revenue through our marketing channels.

Led top business initiatives and go-to-market campaigns that include new product launches, customer loyalty programs, the development and deployment of responsive email templates and more.

Led the translation of our Brand Strategy into a new Brand Identity, which included logo, voice, visual language, website and marketing.

Vistaprint | Lexington, MA
Creative Director - Product Design 2010-2012

Managed and developed an award-winning global 25-person design team, responsible for executing design strategies for printed and online products, with product conversion rate increase of 14-30% adding over \$7MM in incremental gross margin annually.

Fort Franklin | Boston, MA
Associate Creative Director 2009-2010

Developed positioning and creative across all mediums for Danversbank, Durex, Koko Fit-Club and Michael Indresano Photography.

Brand incubation for Litl Easel (next generation cloud netbook) which included UI design, naming, web video development, package design and marketing creative.

Brand incubation for Tauntr (online sports entertainment company) which included logo design and branded entertainment content - videos, animation, interactive creative and marketing creative.

Connelly Partners | Boston, MA
Associate Creative Director 2004-2009

Responsible for helping to develop creative positioning, pitching new business and spearheading the overall look and feel for integrated campaigns that included print, television, web, social & multi-media.

Managed and maintained strong client relationships on some of the largest accounts on the agency roster.

Brands include Advance Internet, Bertucci's, BJ's Wholesale Club, Century Bank, D'Angelo, Fallon Community Health Care, Killer Kowalski School, Massachusetts Tourism, Papa Gino's, Public Service of New Hampshire, Trip Advisor, VinnyT's and Wilmington Trust.

Nail Communications | Providence, RI
Art Director 1999-2004

Concepted and created integrated marketing campaigns that included print, television, radio, web & supporting collateral, helping to grow the agency from 2 employees to 20.

Brands include ABC Sports, Alpert's Furniture, Atomic Ski USA, Berkshire Blanket, Core Fitness, Gordini, Kayem, King Arthur Flour, Loon Mountain Resort, Macgregor, Ovo Helmets, Pizza Pie-er, Polartec, Saucony, Stowe, Sublime Juiced Beverages and Tyco Adhesives.

Hill Holliday | Boston, MA
Graphic Designer 1998-1999

Developed logos, brochures, posters, small space, point-of-purchase for brands that include Dunkin Donuts, Washington Wizards, Perkin Elmer, PriceWaterHouseCooper and several .com start-ups.

AWARDS

Art Director's Club, Communication Arts, Creativity, Hatch Awards, HOW Design, Lürzer's Archive, MPA Kelly Award, Print Magazine, Stationery Trends, The One Show, US Ad Review

References available upon request.