

Dylan Klymenko

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Education

Emerson College (Sept 2004 – May 2008)

B.S. Marketing Communication: Advertising & PR
GPA: 3.95, Summa Cum Laude, Salutatorian

Option® Portfolio School (Jan 2008-Mar 2008)

Conceptual course working directly with David Register (EVP/CD at Arnold Worldwide). First graduating class of 12 students in Concept 2.

The Mission NYC (Apr 2009-Aug 2009)

Creative portfolio course focused on interactive and alternative media. One of 6 students mentored directly by Erik Fahrenkopf (ACD of TBWA/Chiat/Day) and Jeff Cooper (AD of Groundswell).

Awards

2008 NSAC Nationals- 5th Place.

2008 NSAC Regionals (District 1)- 1st Place.

2007 NSAC Regionals (District 1)- 3rd Place.

2006 NSAC Regionals (District 1)- 2nd Place.

27th Annual Evvy Awards Winner for Outstanding Integrated Marketing Campaign.

26th Annual Evvy Awards Winner for Best Advertising Campaign.

Gold Key Award Winner.
-Given to the top 5% of the Junior class

2008 Who's Who Among Students in American Universities and Colleges.
-1 of 28 students selected out of 250 competing

Skills

Concepting
Writing
Proofreading
Strategy (IMC)
Branding
Management (Time and People)
Presentation
Product Development
Proficient in Adobe Suite CS3
Intermediate Knowledge of Final Cut Pro
Proficient in Spanish (Proficiente en Español)

Experience

Client

Freelance Copywriter/Brand Consultant, Capture Wines (Aug 2008-Present)

Conceptualize and maintain brand voice for website, www.tincrossvineyards.com and blog, www.ourwinestory.com. Develop and execute strategies to strengthen community relations both online and offline.

Content Creator/Agent 96, Ford FiestaMovement (Apr 2009-Present)

Chosen out of 4,000 potential candidates as 1 of 100 Agents to represent the Fiesta Movement. Produce content (videos, pictures, blog posts, tweets) for my online networks as part of Ford's social media project for their new car (Ford Fiesta) to be launched in 2011. My Agent Profile can be viewed here: <http://www.fiestamovement.com/agent96>

Brand Consultant, GoLoco (May 2007- Aug 2007)

Strategized segmentation and test marketed influential psychographic groups, converting them into initial members of GoLoco.org. Provided additional strategic and creative messaging recommendations including an online teaser video yielding over 5,500 views.

VP of Advertising, 1stPublications' Motion Affair Planner (Jan 2006 – Sept 2006)

Conceptualized campaign promotions intended for driving awareness during Summer/Fall 2006 in the greater Boston area. www.1stpublications.com www.motionaffairplanner.com

Agency

Account Management (Creative) Intern, Hill Holliday (Sept 2007- Dec 2007)

Right hand man for two account managers during the test-marketing phase of Novartis' DTC launch campaign. Organized creative collateral to maintain campaign enthusiasm among Novartis Internal's key decision makers. Compiled and analyzed research to a deck of Pipeline Phase II & III Pharma Companies used later for approaching new business.

Copywriter Intern, Modernista! (Sept 2006-Dec 2006)

Worked in creative department assisting project load of Senior CW, Kapil Kachru. Wrote copy lines and conceptualized future strategies for HUMMER and (RED) client campaigns.

Creative Intern, Carat Brand Experience New York (Jul 2006- Sept 2006)

Worked under CD, Calvin Zarin, in new business development for his experiential marketing team. Aided the development of creative concepts for new business client presentations such as: Speedo Activewear, Cyworld, Oral-B (P&G), and Microsoft.

Database Maintenance Intern, Carat Brand Experience Boston (Nov 2005- May 2006)

Updated and maintained agency's event database to the highest degree of currency. Majority of agency clientele relied on this database information for their speaker placement.

National Student Advertising Competition

AOL/AIM (Sept 2007- Jun 2008)

Client issued a challenge to recapture brand's relevance among 18-24 year olds in the social media landscape. Managed 21 people from initial research through presentation, producing a full year IMC campaign which transitioned AIM into a platform exceeding the client objectives. 2008 NSAC District 1 Champions and team presenter on a national stage of C-level executives and 500+ industry representatives.

Coca-Cola (Sept 2006- May 2007)

Client issued a challenge to reinvigorate its brand among multicultural youth (13-24) moving toward new age beverages. Managed 15 people from initial research through presentation, producing a full year IMC campaign utilizing a subcultural segmentation strategy. Crafted and performed a 20-minute pitch presentation to a panel of 5 industry judges and placed 3rd out of 8 schools in the 2007 NSAC District 1 competition.

Postal Vault (Sept 2005- May 2006)

Client, a lockable mailbox company, challenged us with a product which had no branding and little awareness among its core demographic of 35-55 year olds. Aided the creation of our strategy and executions for a full year IMC campaign fulfilling the client objectives. Placed 2nd out of 7 schools in the NSAC District 1 competition. Ranked as a presentation team alternate during auditions to represent campaign at the pitch.