

Chris McKenna

Associate Creative Director, Copywriter

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EXPERIENCE

Mars United Commerce, Southfield MI — Associate Creative Director, Copywriter '07 - '25

Assisted in leading the planning, development, presentation and production of shopper marketing, digital commerce, branding, retail and B2B campaigns and tactics for multiple Fortune 500 companies.

Managed creative teams in brainstorming, project management, quality control with a focus on copy and messaging. Clients included Walmart, Clorox, Mars Pet & Food/Confections, Abbott Industries, and more. Each client provided the opportunity to touch numerous internationally known brands. I also conceptualized, wrote and produced national broadcast work for ACE Hardware.

In-house, I excelled in translating complex concepts into simple language. I was a longstanding member of the agency's Rapid Ideation Team, responsible for quick-turn, high-priority projects including pitches, internal communication and agency rebranding. This included a successful pitch (during Covid lockdown) for the largest client acquisition in the agency's history, Mars Wrigley / Mars Incorporated.

My teams earned multiple industry awards. Awarded by the agency for contributions to client work as well as internal agency culture.

College for Creative Studies, Detroit, MI — Adjunct Professor

Taught Intro to Copywriting, Fall, '22. Assisted in teaching Cross-Stitch Program through Mars United '15-'17.

The Guerrilla Politic, MI — Freelance Copywriter '17 - '20

Participated in various local & state political candidate and group campaigns. Helped develop messaging and copy for web, walk literature and video.

BERLINE, Bloomfield Hills, MI — Senior Copywriter/Producer '04 - '07

Developed, presented and produced advertising and branding concepts for Greektown Casino, DTE Energy, Credit Union ONE, and many others.

Duffey Petrosky & Company, Southfield, MI — Senior Copywriter/Producer '99 - '03

Developed, presented and produced advertising for clients including Visteon, Detroit Medical Center, Sibleys, Kmart, Thomasville, Mr. Handyman, and others. Lots of direct client contact.

Young & Rubicam, Detroit/Dearborn, MI — Senior Copywriter

'97 - '99

Developed and produced regional and local advertising for Lincoln Mercury Group, Michigan National Bank, Michcon and others. Developed production expertise.

D'Arcy Masius Benton & Bowles, Bloomfield Hills/Troy, MI — Copywriter

'94 - '96

Developed and produced national advertising for Pontiac. Helped create the first web sites for Pontiac and GM Goodwrench.

BACKGROUND

Michigan State University — BA Advertising

Corewell Hospital Emergency Center, Royal Oak, MI — Volunteer - '19 - present

I help out in the Emergency Center of the hospital (formerly Beaumont). Responsibilities include stocking family pantries, assisting visitors and assisting patients. I developed the training program and train new EC volunteers.

SKILLS

- Copywriting, Strategy & Concept development, Brainstorming, Creative Direction, Presenting, Production, Technical writing, Social media, Corporate communication, Content creation.
- Advertising (digital, broadcast, print, direct, outdoor, web), Marketing, Branding, Retail, Shopper Marketing, Digital Marketing/Commerce
- Time management, detail-oriented, mentoring.
- Proficient in Microsoft Office and Google Suite
- Parody song writing & performing.