Kevin Couch

SVP/CREATIVE DIRECTOR • COPYWRITER

Philadelphia, PA • Etc

kcouch@comcast.net
856.366.9612 mobile

Experienced hands-on creative and business leader with a record of enabling agencies and people to perform at their best. Excellent listener, writer, and communicator. Versatile creative and strategic thinker. Strong relationship, organizational leadership, and team building skills. Passionate, collaborative, open-minded.

What & Where

SVP/Creative Director

Mangos/Aloysius Butler & Clark

Conshohocken, PA
Sep 2015 - Present

A smart, agile, creative-led shop known for punching well above its weight class. Primarily, project work ranges from regional healthcare clients to a $7-trillion global goliath. It's a lean, hands-on organization, and you shoulder a lot of daily responsibility. My involvement includes overseeing and managing everything from new business and high-profile projects, to 360-campaigns and social media programs. Always, the focus is on delivering smart, original, strategically-driven ideas that deliver results.

Owner / Creative Director / Copywriter

Armchair Creative

USA
Mar 2004 - Present

Own and operate a highly successful creative branding & consulting business. We help position, guide, and grow brands across virtually every business category, including fashion, medical device, food & beverage, tech, healthcare, gaming, travel, and tourism.

Client list:
Sperry Top-Sider, Fuddruckers, Carino's Italian Grill, Primavera Software, Barclay's, Paramount Theater, Advanta, PNC Bank, Kiva, BASF, Freedom 2 Tattoo Ink, Comcast, Stainmaster, Temple University Children's Hospital, Texas Children's Hospital, Burton/RED Helmets, GMAC, Delaware Park Racetrack, Delaware River Port Authority, Western Athletic Conference, NJ Tourism, TX Tourism, PA Tourism, 41˚ North Marina, Phoenician Hotel & Spa, Howard Johnson, National Constitution Center, Travelocity.

Founder / Owner / Principal

Cellular Recovery Network

Greater Philadelphia
Jan 2005 - Present

The phones we collect and recycle help reduce waste, reclaim resources, keep toxins out of the environment, and fund various environmental and humanitarian charities and organizations.
- Established business model for community-based phone collection operation
- Developed brand, messaging, and marketing materials (Cell Responsibly)
- Formed connections with leading recycling partners and charitable organizations

SVP/Creative Director

Star Group

Philadelphia, PA
Jan 2010 - Jul 2015

People do great things when they love what they’re doing. My role here was to create an a mindset and environment that inspired people to do their best work. Creatives. Account people. Clients. Everyone.

Client list:
Saladworks, Dow, Geno's Steaks, Coke (Fanta/Seagram's/Mello Yello/Sprite), Pilot Freight Services, Rastelli Market Fresh, Zio•Gio, Delaware Lottery, Delaware State University, Rita's, Virtua, Ritz Carlton, NJ Tourism, etc.

Health & Rx Creative

Cline Davis Mann

Princeton, NJ
Sep 2008 - Jan 2010

Brought on to infuse consumer marketing savvy in a relatively conservative pharmaceutical agency. Working with the existing creative team, I helped to evolve the agency approach and mindset with strategic, concept-based advertising that reimagined what "pharma" can be.

Worked on several brands in various categories. Most notably, creatively led and launched the direct-to-consumer campaign that defined the "Low-T" category—and bumped web traffic 30,000%.

Copywriter / ACD

Star Group

Philadelphia, PA
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Lead Writer & Creative. If it went through the agency, it crossed my desk. Helped build a small, South Jersey shop into a national creative powerhouse.

Client list:
Margaritaville Shrimp, Bucks County Coffee, Aramark, Pennsylvania Ballet, NJ Lottery, NJ Transit, NJ Department of Health & Senior Services, NJ Department of Education, Virtua Health, Jevic Transportation, Red Cross of Southeastern Pennsylvania, United Way of Southeastern Pennsylvania, People’s Emergency Center, Hard Rock Hotel & Casino, Tropicana Hotel & Casino.

Education

BA, English (writing concentration) — Fredricksburg, VA

University of Mary Washington

Awards+

Awards & Recognition

Addy, Clio, O'Toole, and Radio Mercury Awards. AdAge, Adweek, Newsweek. Creativity. Finalist for the coveted Cannes Lion in advertising. I also enjoy the honor of having work on permanent display as part of the film and video exhibit at The Museum of Modern Art in New York. No gold pencil, yet.

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