

Ken Warun

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Multi award-winning creative executive with more than 20 years' experience in content creation, marketing, and entertainment. Proven ability to successfully build and manage internal creative groups for Fortune 200 companies including Amazon, Disney, and Sony. A natural leader who inspires teams to deliver exceptional results that build brands, create buzz, and drive business growth. Now seeking a new executive role to push the boundaries of innovation and creativity.

KEY COMPETENCIES

Creative Direction	Budget Management	Global Launch Strategies
Content Production	Ideation & Conceptualization	Brand Strategy
Team Leadership	Relationship Management	Mentorship

PROFESSIONAL EXPERIENCE

SERIOUS FUN CREATIVE

July 2021 - Present

Principal Creative & Executive Producer

Running a creative consultancy specializing in a range of content creation and production.

- Executive Producer of two nationally run commercials for food brand *Mila*, that led to a 5% increase in purchase intent and a 29% increase in NPS.
- Co-Executive producer of Discovery+ *The Ghosts of Devil's Perch*, managed a creative team of 11, responsible for creative direction, scripting and post-production on all 8 episodes.
- Wrote and produced several unscripted television shows for Discovery+, A+E and The History Channel.

PROMETHEUS ENTERTAINMENT

Aug 2017 - April 2021

Executive Producer & Showrunner

Led story and post on six unscripted shows while also developing new pitches and treatments.

- Oversaw story department for History Channel's *The Secret of Skinwalker Ranch*, Seasons 1 and 2, the network's 2nd highest rated show, as well as *The Curse of Confederate Gold* and *The Tesla Files*.
- Showrunner, supervising all facets of production and postproduction for *Drilling Down*, Season 6.

HTC AMERICA

Jan 2016 - Dec 2016

Senior Creative Director, Brand & Advertising

Created an internal team of 9, including designers, copywriters, and production managers, responsible for all US advertising and branding for the company's hand-held devices.

- Developed creative briefs and content strategy for devices while producing all customer facing content providing a net savings of \$200K from the previous year.
- Created 6+ integrated campaigns for the launch of HTC 10 across digital, social, email, web, and print that led to an 16% increase in brand awareness YOY.

AMAZON

July 2011 - Jan 2016

Creative Director, Global Advertising & Brand

Built award-winning internal agency of 12 direct reports including designers, copywriters, and producers to enhance rapid ideation, improve production efficiency, and quicken project turnarounds.

- Supervised global advertising across multiple channels for all Amazon devices and services with several ads winning industry awards including an Addy and Comm Arts.
- Oversaw a \$12M production and ideation budget, as well as all aspects of US-based and international creative including scripts, art direction, casting, design, photography, graphics, and post-production.
- Sourced and managed all external agencies and production companies.

KO CREATIVE

March 2009 - Dec 2010

Creative Director & Business Development

Spearheaded the formation of television department for award-winning key-art agency, creating and producing all marketing materials, including reels and website, ahead of schedule and on budget.

- Developed all creative pitches for new internal division.
- Brought in 3 net-new business accounts worth over \$350K each.

ABC TELEVISION

Dec 2005 - June 2008

Vice President, Entertainment Marketing

Led an internal creative staff of 16 responsible for the marketing and promotion for 100% of ABC's comedies, including the launch of breakout hit *Ugly Betty*.

- Supervised all aspects of creative, including on-air, off-air, print, radio, and online.
- Oversaw a \$3M on-air marketing budget.
- Managed creative strategies for launches, stunts, and promotional events.

BEANTOWN PRODUCTIONS

Aug 2003 - Dec 2005

Senior Vice President, Creative Director

Managed 20-person New York office of successful broadcast marketing agency.

- Spearheaded acquisition of new major business accounts valued at \$4M+ a year.
- Oversaw 90% of the new business pitches for both the Los Angeles and New York offices.
- Clients: Court TV, Comedy Central, Disney, Food Network, and GSN.

SONY'S GAME SHOW NETWORK

June 1999 - Aug 2003

Vice President, Creative Director

Created an internal creative/production department for Sony's cable network in only three months, saving the network over \$700K in outside agency costs.

- Developed and maintained on-air brand, including content, visual identity, and copy.
- Created a new revenue stream through innovative program short-form content worth \$500K+.
- Managed a diverse team of 25 creative professionals who were responsible for nearly all on-air and off-air promotional campaigns.
- Executive Producer of the channel's first original documentary, *Video Game Invasion: The History of a Global Obsession*, and its first unscripted program *Naturally Stoned*. Both delivered on time and under budget.

EDUCATION

Bachelor of Broadcasting & Film

Boston University

AWARDS

Advertising

3 Addys, 1 Cannes Silver Lion, 2 Clios, 1 Comm Arts

Television Marketing

12 BDA, 12 Promax