

David Cenko, Creative Director

davidmcenko@gmail.com

| 773-425-3389

| Libertyville, IL

| [LinkedIn Profile](#)

| [Portfolio](#)

CAREER SUMMARY

Dynamic Creative Director with over 20 years of experience driving innovative marketing solutions across digital platforms. Proficient in leading teams to create compelling campaigns for top brands like FOX Entertainment, Albertsons and Subway, consistently optimizing for performance and engagement. Achieved significant revenue growth through strategic ad performance management and creative restructuring. Known for adaptability and effective problem-solving, bringing valuable insights to enhance creative initiatives that align with business goals.

CAREER PROGRESSION

Dentsu Creative, Creative Director 4/22 – 8/25

Associate Creative Director (*Dentsu Creative*) 4/20 – 4/22

Senior Art Director (*Merkle*) 3/18 – 4/20

Art Director (*Merkle*) 12/15 – 3/18

Art Supervisor (*New Control*) 10/14 – 12/15

- Led new Albertsons branding initiative, via multiple, cross-channel executions resulting in 20% lift in CTR and a response rate 2X higher than industry benchmarks
- Developed and executed high-performing, large-scale DCO campaigns leading to optimized testing capabilities, production efficiencies and 224% increase in engagement from 2022 to 2023
- Fostered a collaborative learning environment by building and executing DCO training program for creatives resulting in expanded opportunities for DCO engagements across the agency
- Developed a dynamic CRM email system for Subway, responsible for 20-55% lift in response by utilizing creative best practices and rethinking content approach to be customized based on past purchases to drive increased engagement
- Developed new digitized print circulars resulting in increased efficiencies and consumer engagement
- Evaluated campaign performance metrics and consumer insights to enhance creative strategies and tactics for maximum impact and ROI
- Led a team of designers, writers and producers in crafting engaging and effective marketing materials nationally, encompassing concept through execution across diverse platforms and media
- Oversaw a high volume of CPG accounts within Albertsons Media Collective, optimizing advertising performance and driving revenue growth through strategic campaign execution
- Directed the design of digital media for national FOX TV programming, including the Super Bowl, the World Cup, WWE SmackDown and MLB World Series
- Problem-solver—focused on solutions rather than obstacles, facilitating rapid turnarounds on stakeholder feedback
- Cultivated leadership skills through close collaboration with Senior Management and Directors
- Collaborated with vendors, including SundaySky, Movable Ink and Clinch, to produce world-class digital solutions
- **Developed social, mobile digital solutions for clients including Albertsons, Ashley Furniture, Bally Sports+, FOX Entertainment, Hy-Vee, Nespresso, Subway and T-Mobile**

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WORK EXPERIENCE *(continued)*

Stellar Agency, Senior Web Designer 2/17 – 5/18

- **Engineered social, mobile and digital solutions for clients such as Hewlett Packard Enterprise, Powerball, LA Works, Cadence Organization Design, Gemalto and Level 5**
- Redesigned and relaunched Powerball.com, enhancing its robustness and user efficiency
- Efficiently managed multiple clients and projects while maintaining a positive attitude in a fast-paced environment
- Proactively led all projects to ensure adherence to tight deadlines—owned the project from ideation to development
- Facilitated comprehensive client training for content management systems

simplehuman, Senior Web Designer 2/13 – 5/14

- Revamped and designed the entire online store checkout process
- Collaborated with UX, development and account teams in the U.S. and U.K. to establish a cohesive international brand identity and Content Management System structure
- Initiated the development of web comps for simplehuman.com and crafted weekly email communications specifically tailored for mobile platforms
- Maintained, designed and updated U.S. and U.K. site assets to remain current with new product offerings and promotions

Kaiser Permanente, Creative Director 7/11 – 7/12

- Created detailed web comps based on UX wireframes, utilizing research data to enhance the overall user experience
- Collaborated with IT, CMS Developers, UX, Editors and Researchers to fulfill all business requirements, providing robust solutions to challenges
- Maintained brand integrity by producing style guides for all stages of the creative process

EDUCATION

Bachelor of Science - Advertising/Journalism | Ball State University

SKILLS

DCO (Dynamic Creative Optimization), Digital Solutions, Web Design, Leadership, Mentoring, Problem-solving, Communication, Team Player, Adaptability, Scalability, Creative Direction, Strategic Thinking