

# J. Keanon Pearson

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## Experience

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### American Psychological Assoc. | Dallas, TX

ACD-Writer (contract), July '23 - Jan '24

- Brand strategy, event management, messaging hierarchy, internal communications and content across digital channels

### Edelman | Seattle, WA

ACD, Mar '21 - Dec '22

- Led digital campaigns & comms for Samsung, Icy Hot, Genentech, Adidas, Under Armour, Guitar Center & more
- Managed multiple clients while leading creative teams, analyzing trends and infusing cultural insights to execute

### Wilson | Chicago, IL

ACD (contract), January '21 - June '21

- Led digital brand comms and influencer campaigns for Wilson's return as the official ball of the NBA, WNBA, Jr. NBA and Basketball Africa League
- Provided strategic direction for UX/UI and e-commerce

### Neighborly.com | Waco, TX

ACD (contract), August '20 - Feb '21

- Led website refresh and data-driven, UX/UI, and digital content for all 15 Neighborly home service brands

### The Integer Group | Dallas, TX

ACD (contract), Jan '20 - May '20

- Co-lead for strategy, concepts and executions for NTTA Toll Tag's award-winning, integrated campaign

### RAPP | Irving, TX

Sr. Copywriter, Oct '18 - Jan '20

- Led data-driven, strategic B2B and B2C CRM, digital & broadcast for PNC Bank, McDonald's, AMEX and more
- Applied industry best practices and interpreted feedback to satisfy stakeholders, brand guidelines, and cultural insights

### BBDO/Organic | Dallas, TX

Sr. Copywriter, July '18 - Oct '18

- Produced data-driven digital, social, and broadcast for AT&T Business
- Developed integrated campaigns and strategic concepts while collaborating with internal and external stakeholders

### The Texas Rangers | Arlington, TX

Creative Director (contract), Jan '16 - May '16

- Provided strategic direction across all brand comms
- Wrote and produced content while leading the team responsible for all broadcast and in-stadium content

### Moroch | Dallas, TX

Sr. Copywriter, Oct '09 - Sept '15

Led data-driven, strategic B2B and B2C CRM, digital & broadcast for McDonald's, Coca Cola, Dr. Pepper and more

## Education

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### The Creative Circus | Atlanta, GA

Copywriting

### University of Texas at Dallas | Richardson, TX

MBA

### Morehouse College | Atlanta, GA

BA/Marketing

## Highlights

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2022 Shorty Award | Gold - Emerging Platform | Silver Single Platform - Twitch | Bronze - Pharma-Healthcare

2019 Addys (Dallas) Brand Activist Award & Bronze - Online/Interactive | PNC Early Childhood Education Campaign

2019 NBA Pre-Draft Docuseries - Co-writer and Producer

2016 Addys (Los Angeles) Integrated Campaign - Silver, Illustration Series - Silver, Internet Commercial - Bronze

2015 Addys (Dallas) Public Service Digital - Gold, Public Service OOH - Gold, National/Regional TV - Gold, Public Service TV - Silver, Radio Campaign - Silver, :60 Radio - Silver

Featured in DPI Magazine - Taiwan, March 2015

Featured in Communication Arts, May/June 2015

Featured in Communication Arts Exhibit, November 2014

D&AD Best of Year - Digital Advertising

One Show - Client Pitch Finalist

Developed McDonald's National Hispanic Soccer Program  
\*\*The template for McDonald's World Cup Player Escort Program\*\*

Co-founded the Bratcher Sports International Basketball Camp and Combine (featured in ESPN the Magazine)

## Brands

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## Account Experience

### MOROCH | Dallas, TX

Brand Communications Director, Oct '04 - June '07  
Senior Brand Communications Director, June '07 - Aug '09

Account Supervisor for MOROCH on the McDonald's account where I curated programming for 8 markets across 4 states, managed sports marketing programs at Duke University, NC State, Wake Forest, NC A&T State University, Johnson C. Smith University, and Winston-Salem State University

Identified, secured, and managed corporate sponsorship opportunities and provided comprehensive pre and post analysis to ensure alignment with local and regional digital strategy

Managed and allocated budgets in excess of \$500,000 annually as Sports Marketing Lead for McDonald's Raleigh Region - 8 markets total in NC, SC, TN & VA

Successfully negotiated with Senior McDonald's Management to convert a local, sports activation to a nationally funded annual program

Delivered annual increases in agency fees, programs, budgets, and digital media value ROI via program sales, national and localized digital testing and regional strategic planning to influence consumer segment behavior

Identified consumer insights, drafted creative briefs and developed programs based on business drivers at the retail level to deliver effective translations of brand, product, and service messaging

Led cross functional collaboration and strategic planning initiatives through testing, optimization and forming alliances with media partners, event promoters, non profits, colleges and universities, and grass roots community organizations

Managed staff and utilized market analytics to design and implement integrated marketing strategies and digital programs

Built mutually beneficial relationships and formed strategic alliances with key stakeholders to sell-in programming and achieve alignment across individual markets and the region (8 markets across 4 states)

### Moroch | Dallas, TX

Sr. Copywriter, Aug '09 - Sept '16

Led data-driven, strategic B2B and B2C CRM, digital & broadcast for McDonald's, Coca Cola, Dr. Pepper and more

Applied industry best practices and interpreted feedback to satisfy stakeholders, brand guidelines, and cultural insights

Wrote and produced an animated, data-driven, integrated, retail campaign targeting sports fans for McDonald's featured in Communication Arts

## Education

### The Creative Circus | Atlanta, GA

Copywriting

### University of Texas at Dallas | Richardson, TX

MBA

### Morehouse College | Atlanta, GA

BA/Marketing

## Highlights

Graduate of McDonald's Hamburger University

Developed McDonald's National Hispanic Soccer Program  
\*\*The template for McDonald's World Cup Player Escort Program\*\*

Executed national experiential programs including: 2005 Destiny's Child Tour, Tom Joyner Sky Show, BET Black College Tour, CIAA Basketball Tournaments, Essence Music Festivals, and the Latin Grammy Awards

Presented East Division Best Bets during McDonald's Annual National Marketing Leadership Meeting in 2008

Participant in national think tanks and strategy development committees

Implemented the targeted media window concept to the annual calendar resulting in flight extensions, tactical revisions, and deeper penetration

## Brands

