

J. Keanon Pearson

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Bio

Visionary creative leader that delivers strategic marketing for global brands including Coca-Cola, McDonald's, Adidas, Blue Cross & Blue Shield, and more. A hybrid skillset blends executive - level consulting with bold creative direction to provide award-winning solutions across channels. Skilled in leading multifunctional teams, mentoring talent, incorporating generative AI tools, and transforming key moments into brand-defining stories. Recognized for driving growth, spiking engagement, specializing in retail, and winning incremental business.

Areas of Impact

Creative Direction|Insights|Retail Management|DTC|SEO|CMS
Video/Film|Storytelling|Brand Strategy|PR|MS Office|Figma
Project Management|Asset Production|Influencer Marketing
Strategy|UX/UI|Experiential|Salesforce|AI Tools|CRM
A/B Testing|QSR|Pharma/Healthcare|Sports Marketing

Experience

Crowsnest Media, LLC **Creative Consultant** May '20 - Present

Directed three to five-person teams and consulted leading brands such as NASCAR, NBA, Blue Cross NC, and Wilson Sporting Goods to translate consumer insights into personalized campaigns. Identified and diagnosed pain points to achieve KPIs including 10x lifts in social engagement (via Hubspot), increased CTRs, and improved campaign ROI with integrated storytelling.

Blue Cross NC **ACD/Writer (contract)** July '24 - Dec '24

Spearheaded brand strategy and voice on the company's first dynamic, in-house creative team. Ensured cohesive messaging in go-to-market healthcare communications across 10+ channels. Collaborated with brand and product marketing teams to gain buy-in across integrated messaging and influenced business behavioral change achieving a 12% reduction in operating costs by \$50,000 annually.

American Psych. Assoc. **CD/Writer (contract)** July '23 - Jan '24

Implemented data-driven strategies aligned with business objectives to Counsel senior management and repositioned the APA brand including brand strategy, event curation, messaging hierarchy, internal communications, and campaign launch support across digital channels. Crafted strategic solutions for systemic challenges resulting in national awareness, community-driven initiatives and a 100% increase in ROI.

Edelman **ACD/Writer** Mar '21 - Dec '22

Led teams to partner with global brands to deliver digital-first creative campaigns. Directed production from concept through post across social, video, and experiential. Drove key global marketing initiatives and expended reach. Clients include, Icy Hot, Adidas, Under Armour, Stryker, Top Golf and more. Produced Shorty Award-winning campaign for Icy Hot/Twitch/NBA2K/Shaquille O'Neal Foundation.

Wilson Sporting Goods **ACD/Writer (contract)** Jan '21 - June '21

Directed globally-visible campaigns which contributed \$3,000,000 in incremental revenue to Wilson's return as the official ball of the NBA/WNBA/BAL. Provided strategic and creative direction delivering high impact campaigns that achieved a 47% sales boost by optimizing DTC strategies for highly targeted and unique audiences.

The Integer Group **ACD/Writer (contract)** Jan '20 - May '20

Managed cross-functional creative collaborations and directed messaging that delivered Addy award-winning integrated campaigns for NTTA Toll Tag (North Texas Toll Authority).

BBDO/Organic **Sr. Copywriter** July '18 - Jan '20

Developed integrated digital and CRM campaigns for multiple business units at PNC Bank, McDonald's, AMEX, AT&T Business and more. Directed the PNC Early Education campaign, awarded Bronze Addy (Dallas, 2019) for online/interactive excellence.

RAPP **Sr. Copywriter** July '18 - Jan '20

Curated data-driven, B2B and B2C CRM, digital & broadcast for multiple business units with PNC Bank, McDonald's, American Express and more. Performed A/B testing, applied brand guidelines, and integrated feedback to satisfy stakeholders and align with consumer insights.

Which-Wich **Superior Sandwiches** **Sr. Copywriter (contract)** Feb '17 - Mar '17

Communicated effectively with stakeholders and project leads to discover requirements, source information, meet deadlines, and secure approvals. Produced the 2017 Protect Your Craft campaign containing radio, social, OOH, & branded content.

American Airlines **Sr. Copywriter (contract)** **Broadcast Producer** May '16 - Aug '16

Wrote and produced strategic, broadcast content for NBA, NFL, and NHL partnerships for the 2017 season. Led journalism by conducting interviews and drafting articles for the in-flight magazines American Way and Celebrated Living.

Experience

Texas Rangers MLB Club Creative Services Dir. (contract)

Jan '16 - April '16

Directed a three-person team to concept and produce all broadcast and in-stadium content for the 2016 season, driving 25% increase in fan engagement and contributing to record ticket sales. Oversaw creative direction across branded communications, promotions, and live-event experiences, ensuring cohesive storytelling across all touchpoints.

EPSILON

Sr. Copywriter

July '15 - Jan '16

Executed CRM with Salesforce, email, direct mail, UX/UI, and digital campaigns for U-Verse/DirecTV, Sears Auto Center, and KeyBank.

MOROCH

Sr. Copywriter

Copywriter

Aug '09 - July '15

Led creative development and copy for integrated B2B and B2C CRM, digital, and broadcast campaigns for McDonald's, Coca-Cola, Dr. Pepper, and more. Combined strategic insights with storytelling to deliver data-driven creative that increased engagement by 30% and improved conversion performance across key segments. Wrote and produced award-winning retail campaigns featured in Communication Arts - that drove record engagement among the general market and sports fans.

MOROCH

Senior Account Executive

Account Executive

Oct '05 - Aug '09

Managed and optimized \$500k+ annual marketing budgets, allocating spend across broadcast, digital, experiential, and retail channels to deliver a 20% lift in campaign ROI as Targeted Marketing Lead for McDonald's Raleigh Region (NC, SC, and WV).

Influenced co-ops and C-suite stakeholders through data-backed storytelling to secure buy-in for brand initiatives, achieving 100% program adoption improving regional alignment on retail promotions.

Spearheaded local, regional, and national programs by aligning QSR franchisees, executives, and brand marketing teams - delivering cohesive community investment campaigns that boosted regional retail sales by 15%, increased guest counts, and lifted the average check across eight markets.

Oversaw the creation of marketing plans while developing and executed multi-channel promotional and experiential activations that enhanced in-store traffic, drove coupon redemption, and elevated customer engagement through influencer partnerships and athletic sponsorships.

Negotiated with senior McDonald's leadership to expand a regional sports activation into a national influencer-led campaign, securing incremental six-figure funding and enhanced brand reputation.

Worked closely with brand marketing teams and vendor partners to produce custom media plans and in-store support that achieved a 25% lift in promotional participation and improved brand consistency across markets. Managed complex media programs, including strategy, investment and measurement.

Curated high-visibility event/athletic sponsorships and experiential campaigns at Duke University, NC State, Wake Forest, NC A&T, Johnson C. Smith, and Winston-Salem State University, resulting in a 20% increase in student engagement and 12% increase in regional brand affinity.

Leveraged relationships with media partners and not-for-profit organizations to pitch PR opportunities. Elevated earned media coverage by 30% and KPI tracking processes, enabling consistent evaluation of ROI, media value, and event performance across markets.

Awards & Honors

Spearheaded McDonald's National Hispanic Soccer Program, scaling it into an international activation at the FIFA World Cup, driving double-digit engagement growth and earned media value.

2022 Shorty | Icy Hot/Twitch/Shaquille O'Neal Foundation

Gold - Emerging Platform

Silver - Single Platform

Bronze - Pharma/Healthcare

2020/2016 Addys (Los Angeles) | McDonald's, NTTA Toll Tag

Silver - Integrated Campaign

Silver - Illustration Series

Silver - Internet Commercial

2019 NBA Pre-Draft Docuseries | Wasserman

Co-writer and Producer

Education & Professional Dev.

University of Texas at Dallas | MBA

Morehouse College | BA/Marketing

The Creative Circus | Copywriting