

MORGAN BEHRENS

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EDUCATION

UNIVERSITY OF ILLINOIS
at Urbana–Champaign
(MAY 2016)

Advertising | Bachelor of Science
Art & Design | Minor

TECH SKILLS

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Premiere Pro
Adobe XD
Sketch (Web Design)
Google Web Designer
Deck Design
TikTok
Photography Retouching

FOR FUN

Snacker
Dog Person
Iced Tea Lover
Plant Lady

EXPERIENCE

ESROCK PARTNERS | BURR RIDGE, IL

ASSOCIATE CREATIVE DIRECTOR

AUG. 2022–PRESENT

- Art direction lead on Tyson, Jimmy Dean and Hillshire Farm Foodservice
- Create new umbrella brand campaign from concept to completion
- Oversee 2 art directors and a production designer
- Develop and oversee creative materials ranging from print, digital and social ads
- Lead client facing creative meetings
- Direct photo and video shoots

SRW AGENCY | CHICAGO, IL

ASSOCIATE CREATIVE DIRECTOR

NOV. 2021–AUG. 2022

- Creative lead on CPG better-for-you brands: Brazi Bites, lil'gourmets, Majestic Butter and B2B brands Natural Prairie Dairy and NZMP
- Art Director on Lightlife and Field Roast
- Hands-on art director creating content and overseeing work to ensure quality
- Directed photoshoots (videos and stills)
- Developed brand campaigns from concept to completion
- Created social media ad campaigns, programmatic ads, and owned social content
- Managed 1 direct report and mentor art directors, copywriters, and producers
- Lead client-facing creative meetings and pitch creative ideas

SENIOR ART DIRECTOR

NOV. 2020–NOV. 2021

- Art Direction lead on CPG better-for-you snack brands
- Art Director lead on the agency's largest account
- Calbee North America (Harvest Snaps, Crunchions & Popper Duos)

FOODMIX MARKETING | ELMHURST, IL.

ART DIRECTOR

JULY 2019–NOV. 2020

- Art Director lead on over 14 accounts including global brands such as Smithfield, The Broaster Company, AFP, Chelan Fresh (Rokit Apples) and Carandini Balsamic Vinegar
- Built brand campaigns and crafted stories from concept to completion
- Launched and created entire new branding for a \$14 billion-dollar company
- Branding launch for Rokit increased sales dramatically to the #14 apple in sales volume and #13 apple in dollars (out of 2,500 U.S. varieties in 2019)
- Created branding materials such as logos and identities, campaign assets such as print, programmatic and social ads, websites, mobile apps, emails, trade show booths and OOH event materials

JUNIOR ART DIRECTOR

JUNE 2016–JULY 2019

- Assisted on the conceptual and physical development of ad campaigns in multiple mediums and formats