

KURT MILLS

AWARD-WINNING BRAND BUILDER | CREATIVE DIRECTOR

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ACHIEVEMENTS

Copywriter and Creative Director with extensive experience at the **top advertising agencies in North America**

Proven track record of making brands famous—driving business growth, turning business goals into campaignable platforms

Successful creative leader on the **world's most-beloved brands**: *Pepsi, Cheetos, Doritos, Kraft Heinz* and *BMW*

Leading multi-disciplinary creative teams, strategists and partner agencies, instilling a strong culture of creative collaboration

Mentoring and coaching all junior to senior level creative talent—including **teaching advertising classes of 20 students**

RECOGNITION

Gold Cannes Lions for creativity | Gold Effies for sales growth | Finalist for 2024 [Creative Team of the Year](#)

Adweek's [10 Young Talents Who Are Defining the Next Generation of Marketing](#)

SKILLS

Brand transformation | Executive-level client partnership | Business growth | AI-driven creativity | Stellar presentation skills

Copywriting & creative direction | Strategic leadership in fast-paced settings | Cross-functional collaboration

EXPERIENCE

Goodby Silverstein & Partners

San Francisco, CA

Creative Director (*Comcast, HP, Kraft Heinz, Cheetos, Doritos, Smartfood, Brown-Forman*)

2022 – present

- Successfully **led the marketing communications for Lunchables North America for three years**, overseeing everything from initial strategy to launch, including rebranding, new products, brand partnerships and e-commerce
- Drove exceptional business results, including a **38% year-over-year sales spike** for Lunchables, unlocking new creative commerce for the brand and expanding the agency account by **400% over three years**
- Directed the **strategic evolution of FritoLay Canada**, managing billion-dollar products (Doritos, Cheetos), leading all creative output, launching Doritos' first-ever Super Bowl work in Canada—**growing the account by 51% in a year**.
- Orchestrated the strategic and creative platform for **Comcast's entire 2026 Olympic marketing campaign**.
- Won agency and clients fame: **Earned GS&P AdAge's Best Agencies 2024** and Cheetos [2024 Marketer of the Year](#).

Associate Creative Director (*Pepsi, BMW, HP, Kraft Heinz, FritoLay, Blackstone, Golden State Warriors*) 2017 – 2022

- **Won fast-paced, high-stakes pitches** for multi-million dollar accounts (Kraft Heinz, Blackstone, HP and Calafia).
- Head writer on the **most successful campaign in Cheetos brand history** (Cheetos Museum), achieving over **1 billion media impressions** and kickstarting an unparalleled 10-year sales program with yearly sales spikes.
- **Led intense in-person strategy workshops** for Blackstone, FritoLay and Kraft Heinz, pressure-testing strategic platforms with executive stakeholders to define the foundational direction and future of the brand.
- Created and produced **Pepsi's largest Super Bowl marketing campaign to date** (starring Cardi B and Steve Carrell), working directly with celebrities on set, and crafting Pepsi's game-day takeover of Atlanta (Coca-Cola's home town).
- Oversaw the **first repositioning for HP in over a decade**, and unlocked previously untapped media opportunities

john st.

Toronto, Canada

Associate Creative Director (*Kraft, President's Choice, Mitsubishi, Tetley, AutoTRADER, Corby Spirits*) 2012 – 2014

- **Landed the country's biggest grocery client** (President's Choice) over a months-long pitch, overseeing all work and presenting in every key meeting—ultimately reinvigorating the brand with a new national consumer platform.
- Recognized as one of [Canada's Top 10 Copywriters](#) and invited to judge Canada's top show, The Marketing Awards.

EDUCATION

Humber College Certificate – Media Copywriting (2002 – 2003)

York University Bachelor of Fine Arts Honours – Theatre (1997 – 2001)

TECHNICAL SKILLS

Writing/Slides (Advanced): Microsoft Word, PowerPoint | Google Docs, Slides | Apple Keynote | Adobe Acrobat Pro

Video/AI (Active User): Adobe Premiere Pro | Anthropic Claude | OpenAI ChatGPT | Google Gemini