

# John Kreicbergs

916 East Stone Street · Independence, MO 64050 · 816.729.5299 · [patchchord.com/about](http://patchchord.com/about) · [john@patchchord.com](mailto:john@patchchord.com)

## *experience*

### **Kid Rocket Studios • CEO • April 2014 to Present**

**Responsibilities:** Formation of strategic partnerships and joint ventures, business development and product planning.

### **Propaganda3 • General Manager, P3 Apps • April 2013 to Present**

**Responsibilities:** Formation of strategic partnerships and joint ventures related to the development of mobile app products and entertainment properties; Project management of creative and technical development for apps; Marketing strategy development and execution related to app releases; Sales and download reporting and analysis.

**Apps:** Kung Fu Robot, Boulevardia, Burn The Lot, Quay Coffee, Best Road Trip Ever!, Road Trip 66

### **RKO Workshop • Partner & Co-founder • October 2010 to Present**

**Responsibilities:** Exhibit design and interactive experience development for museums.

**Portfolio:** RKOworkshop.com

**Clients:** National World War I Museum, Nelson-Atkins Museum of Art, St. Louis Art Museum, New Orleans Museum of Art

### **Meers Advertising • Director, Digital Strategy • February 2011 to March 2013**

**Responsibilities:** Digital strategy development and tactical implementations for all agency clients, including mobile, website development, email marketing, and social media; Brand development and strategic account planning for select client engagements; Experience planning, online target/behavioral research, persona development, information architecture, wireframing, site metrics analysis and other activities.

**Clients:** Blue Cross Blue Shield (various regional plans), Assurant, Missouri Gas Energy, Tuango

### **Digital Evolution Group • Consultant • August 2010 to February 2011**

**Responsibilities:** Strategic initiatives and implementations across an array of digital tactics, including website development, digital direct marketing, and social media; Experience planning, online target/behavioral research, persona development, information architecture, wireframing, site metrics analysis and other activities.

**Clients:** Burns & McDonnell, Collective Brands Inc. (Payless ShoeSource), National Beef Products, TransAm Trucking

### **Bernstein-Rein • Experience Planning Supervisor/Account Supervisor • April 2008 to August 2010**

**Responsibilities:** Strategic development and implementation of integrated consumer as well as business-to-business marketing initiatives, including broadcast, print, digital, direct and non-traditional advertising tactics; Planning and management of website projects, email marketing programs, online media initiatives (search and display media) and social media programs; Digital campaign and site metrics analysis; Direct supervision of additional team members (one account manager, one project manager).

**Clients:** Nebraska Book Company, Hostess Cakes, Bayer Animal Health, Clayton Homes, Ruby Tuesday, Commerce Bank

### **VML, Inc. • Account Executive/Account Supervisor • April 2005 to April 2008**

**Responsibilities:** Development and execution of consumer-focused digital and traditional advertising efforts, including broadcast, print, online, mobile and other digital marketing components; Management of website and online application development projects, email marketing programs, social media and online media initiatives (search and display media); Digital campaign and site metrics analysis; Direct supervision of additional team members (three account managers).

**Clients:** Burger King, Invisalign, Midas Automotive, BP/Castrol, Intuit, Kansas City Convention & Visitors Association, Starlight Theatre

### **Barkley • Account Manager • July 2003 to March 2005**

**Responsibilities:** Retail promotions planning, development, management, and execution; Aid in the development and implementation of integrated, consumer-focused advertising campaigns that include national broadcast and print, digital, direct and public relations components.

**Clients:** CITGO Petroleum, Monroe Shocks (Tenneco Automotive)

### **Bernstein-Rein Advertising • Assistant Account Executive/Account Executive • October 1999 to July 2003**

**Responsibilities:** Aid in the development and implementation of consumer-focused advertising campaigns that include national broadcast and print, online, and direct marketing components.

**Clients:** Bayer Animal Health, Commerce Bank, Heart of America United Way, Mid-America Immunization Coalition

# John Kreicbergs

916 East Stone Street · Independence, MO 64050 · 816.729.5299 · [patchchord.com/about](http://patchchord.com/about) · [john@patchchord.com](mailto:john@patchchord.com)

## *organizations*

### **American Advertising Federation of Kansas City**

Immediate Past President [July 2013 to Present]

President [July 2012 to June 2013]

Vice President, Communications [July 2010 to June 2012]

Board Member [October 2008 to June 2010]

## *honors*

### **2013 Rising Star · KC Business Magazine · February 2013**

Rising Stars are outstanding individuals in Kansas City under the age of 40 who exemplify hard work, dedication to corporate success and personal growth.

### **2011 AAF-KC Member of the Year · American Advertising Federation of Kansas City · February 2011**

## *publications*

### **The Pitch · Kansas City, Missouri**

Freelance Music Contributor: artist interviews, concert previews and reviews, album reviews.

### **Riverfront Times · St. Louis, Missouri**

Freelance Music Contributor: concert previews and album reviews.

### **Denver Westword · Denver, Colorado**

Freelance Music Contributor: concert previews.

### **Cleveland Scene · Cleveland, Ohio**

Freelance Music Contributor: concert previews.

### **New Times · Broward/Palm Beach, Florida**

Freelance Music Contributor: album reviews.

### **Houston Press · Houston, Texas**

Freelance Music Contributor: concert previews and album reviews.

### **Downbeat Magazine**

Freelance Music Contributor: album reviews.

## *education*

### **Northwestern University · Evanston, Illinois**

Master of Music - Musicology [June 1999]

### **Truman State University · Kirksville, Missouri**

Bachelor of Arts - music; Bachelor of Music - clarinet performance [May 1998]

## *skills*

Public speaker specializing in digital marketing and brand development. Mac and PC adept; familiar with the use of a wide range of office productivity software (Microsoft Office, et al) and such specialty software as Photoshop, Illustrator, InDesign, Dreamweaver, Visio, and Omnigraffle. Well-versed in user-centered design practices, content management platforms and a working familiarity with HTML, CSS, PHP, Javascript, MySQL and more.

## *personal*

Fanatical music aficionado, incidental tourist, shameless geek and doting dad.