

Kenneth van Reenen

Copywriter + Creative Director

20+ years of experience. Currently working remotely
with my favourite agencies around the world. (Native English.)

SEE THE WORK ↗ www.kennethvanreenen.com

Kenneth is a: a) Copywriter b) Creative director **c) Both, depending on the brief**

Selected work

Energizer · Never let their toys die · Cannes Grand Prix ↗
McDonald's · Rather have the party at our place · Cannes Lions Craft Writing ↗
Trivial Pursuit · Close but no wedge · Creative Circle Ad of the Year ↗
Play-Doh · Makes smart kids · Cannes Lion ↗
National Geographic Kids · School can't teach them everything · Cannes Lion ↗

Working hours: a) European time b) US time **c) Let's make it work**

Career

Freelance / Copywriter + Creative Director	2020 to now
Remote work with Energy BBDO Chicago, Ogilvy London, Berlin and Amsterdam, VIRTUE New York and Boys+Girls Dublin.	
M&C Saatchi Abel / Creative Director	2019 to 2020
King James / Creative Group Head	2017 to 2019
Publicis Machine / Creative Group Head	2014 to 2017
FoxP2 / Senior Copywriter	2012 to 2014
Metropolitan Republic / Copywriter	2011 to 2012
DDB South Africa / Copywriter	2007 to 2011
The Jupiter Drawing Room / Copywriter	2006 to 2007

Awards

1 Cannes Grand Prix Lion
3 Craft Writing Cannes Lions
5 Cannes Bronze Lions
Winner Cannes Streetpole Award
1 Gold Clio Award
3 D&AD pencils
2 Ad of the Year Awards
1 Gold Eagle, 2 Silver Eagles
6 One Show Merit Awards
5 YoungGun Awards
31 Loerie Awards
Loeries Young Creative of the Year 2011

Clients



CONTACT / VIEW THE WORK

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www.kennethvanreenen.com ↗

Smiley (Yeah, I smile a lot)

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[LinkedIn: Kenneth van Reenen](#) ↗

