

Kevin DeLury

DIRECTOR, BRAND & CONTENT · CREATIVE DIRECTOR · REGULATED INDUSTRIES

Winston-Salem, NC · Remote · (336) 480-4209 · kjdelury@gmail.com · kevindelury.com

Twenty years of brand and content leadership in insurance, food manufacturing, and tobacco. I build the standards, then write inside them. Every category I have worked in required a claim to clear a reviewer before it ever reached a reader.

SELECTED RESULTS

- **12.55% quote-rate lift** on a 2025 direct mail test, roughly double the 6 to 7% significance threshold
- **\$532,000 in incremental sales** and \$5.32 returned per dollar on a retail media program, measured by third-party study
- **Brand standards that ran six years** across a Fortune 100 manufacturer's full product portfolio, internal and external
- **A two-year stalemate broken** on a product nobody could agree how to describe. Framework validated by the VP of Marketing Strategy and the CMO, adopted by sales in full

EXPERIENCE

TruStage

Creative Execution Lead

October 2023 - Present

Remote

- **Own creative execution across an acquisition portfolio** in a regulated financial category. Write the briefs, direct the writers and designers, and carry the work through legal and compliance review
- **Hold voice and brand standards consistent** across hundreds of independent partner organizations the company does not control, where materials are reproduced locally on whatever equipment is on hand
- **Direct creative inside a structured testing program**, developing hypotheses with strategy and turning results into documented guidance for the next round
- **Review and approve SEO keyword integration in copy**, and resolve it when search requirements, the brief, and compliance all want something different
- **Manage outside agencies and production partners** against quality, brand, and compliance standards, reviewing statements of work line by line
- **Write the briefs behind thought leadership and executive communications** for C-suite stakeholders

Midan Marketing

Associate Creative Director (2019-2023), Senior Copywriter, Copywriter

October 2014 - October 2023

Chicago, IL and Mooresville, NC

- **Created the corporate brand identity for a Fortune 100 manufacturer.** A dozen product brands had nothing connecting them. I built the umbrella and helped write the standards underneath it: voice, visual identity, and what each brand was allowed to claim
- **Developed regulated product claims in food manufacturing**, verified by third-party auditors and federal standards, cleared through legal review before anything ran

- **Wrote for three audiences out of one portfolio:** plant managers, category buyers, and consumers. Same technical material, three versions, none allowed to give a different answer
- **Directed brand films end to end,** from concept and script through interview outlines, style direction, and cut review
- **Led a team of art directors and copywriters.** Ran performance reviews, assessed each person against their gaps, and wrote individual development plans
- **Cut revision rounds from thirteen to two** by pricing what those hours were costing and taking the number to the agency principals

Office Designs

November 2012 - October 2014

Lead Copywriter

Chicago, IL

- **Sole copywriter holding three brand voices** for one technical catalog across three storefronts and a showroom. Wrote manufacturer launch pages for Steelcase, Herman Miller, Haworth, and Humanscale

crowdSPRING

April 2009 - February 2012

Marketplace Operations

Chicago, IL

- **Wrote the documentation and a 200-article help center** for a global software marketplace. Hired, led, and coached the team that took the function over as it scaled

Mess Marketing

January 2006 - August 2008

Manager and Editor

Chicago, IL

- **Edited a sponsored national publication under federal advertising restrictions,** where every piece cleared legal and public relations review before it ran

C A P A B I L I T I E S

Brand Brand standards and identity systems · Message architecture · Approved claim language · Multi-brand portfolio architecture · Repositioning and launch

Content Editorial standards and governance · Content strategy and calendars · Executive and thought leadership communications · Long-form reports, guides, and frameworks · SEO keyword integration and review · URL, UTM, and metadata governance

Regulated Claims development under legal and compliance review · Third-party audit and federal verification · Translating technical material for non-technical audiences

Operations Brief standards, intake, and creative workflow · Agency, freelance, and vendor management · A/B testing and performance reporting · Hands-on AI in daily work, with standards for what ships · Team leadership and coaching

E D U C A T I O N

Appalachian State University

Bachelor of Science, Journalism and Public Relations

2001 - 2005