

KEVIN R. TOSI
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EXPERIENCE

72ANDSUNNY - Los Angeles

Creative Director - 2021 - Current

Work and lead on global brands and campaigns for United Airlines, Adobe, TikTok, NY Times, OREO.

Played instrumental roles in pitches that led to some of the agency's biggest global wins in recent years for Adobe and Mondelez.

Direct, Shoot, Edit, Animate countless films for both produced work and pitches.

Lead the agency in staying up to date in AI news of all sorts through a global newsletter "72&RobotOverlords"

BBH - Los Angeles

Senior Copywriter - 2018 - 2021

Worked on national campaigns for Google Master Brand, Google Fi, Quibi (RIP), E! Network and played a major role in pitches for countless other brands

BBH - Singapore

Copywriter - 2016 - 2017

Worked on regional campaigns for Uber, Dulux, IKEA, NTUC Income, UOB, Friesland, Vaseline

Played a major role in pitching and winning Uber

MCGARRYBOWEN - Chicago

Junior Copywriter - 2016

National brand experience from brands such as Oscar Mayer, Cars.com, Blue Cross Blue Shield, Disney Parks

SKILLS

Extremely Proficient in After Effects, Davinci Resolve, Premiere Pro, Audition, Photoshop, Illustrator, Blender, AI generative tools (Flow, Runway, Firefly Boards, Weavy, Flora, FAL, Antigravity, Claude Code.

EDUCATION

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

Graduated 2013 - Bachelor of Arts in the College of Media