

# THOMAS KAMINSKY

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## PROFESSIONAL BIOGRAPHY

Tom Kaminsky is **Creative Director** with over 25 years of experience— has owned and managed two successful advertising and branding companies. Tom has deep experience in storytelling developing engaging and sustainable relationships between brands and their customers. Launched the design division of a prominent Boston agency, building a reputation for creative excellence, winning local, national and international awards.

### ***A few professional accomplishments include:***

- Built Kaminsky Brand Group from a start-up design firm to a full-service agency with a staff of 15 and \$9 million in billings
- Developed acquisition strategy and brand awareness for a global insurance company resulting in \$50 million in new business
- Utilized a new media approach to launch a CPG product nationwide resulting in universal distribution exceeding first year sales projections by double digits.
- Rebranded a consortium of retail copy & print outlets, by creating a UX with social media, new technologies and digital printing applications resulting in a brand affinity for the new company
- Repositioned a major hotelier within the hospitality industry through an integrated marketing communication solution creating a resort destination for a once-in-a-lifetime family experience
- Revolutionized the fundraising initiatives for a cancer institution within the healthcare industry through a series of strategic and emotional collateral, print and new media campaigns
- Expertise in the creation and development for capability brochures and admission packages utilizing print, digital and new media for the education industry

Prior to Kaminsky Brand Group, Tom launched a design division of a \$20 million dollar ad agency, growing to a 10-person staff with \$16.5 million in capitalized billings. He built the group's reputation for creative excellence, winning every major national and international award in the industry.

Tom has a BS from Northeastern University, Masters from the New England School of Art & Design at Suffolk University and currently studying for an MBA at University of Massachusetts.

Tom lives in Boston and married with three children. He coaches and plays ice hockey, an avid golfer and voracious reader. Tom is involved in community service, working with the homeless, liver foundation, elderly and special needs communities.

### **COACHING EXPERIENCE**

**Head Coach / Assistant Coach**, *Needham Youth Hockey, Needham MA*

Coach youth hockey age 12-16 for the last 20 years

Selected as **assistant coach of the year** for District Four in Massachusetts— 2007.

**Head Coach**, *Charles River Girls Hockey, Dedham, MA*

Coached U12 and U14 girl's team. Developed fundamentals, systemic play and strategies.