



**Kevin Kizer** is a Senior Writer and Producer at Simantel in Peoria Illinois after serving as Creative Director at AdCo Advertising. He has 20 years of experience working in the advertising industry as a copywriter, strategist and producer for clients like Whirlpool Corporation, KitchenAid, Kenmore, Roper, Archer Daniels Midland, Golden Cat Corporation, Wahl Clipper Corporation, Maui Jim Sport Sunglasses, Nation's Rent and Caterpillar. He has won over 100 local and regional ADDY awards, including an Ace Award in 2004 from the New York Business Marketing Association. His work has been featured in

*Graphis, Creativity, Communication Arts, US Ad Review and Print's Regional Design Annual.*

Kevin was born in Mishawaka, Ind., and graduated from Ball State University with a Bachelor's of Science in Journalism and a minor in Marketing ('92). After graduation he worked in advertising agencies in Indiana and Michigan before moving to Peoria in 1995 to work for Simantel Group as a copywriter. In 1999, he joined Ross Advertising where he was a senior copywriter, producer and associate creative director. He joined AdCo Advertising in 2009 as creative director. Along with being creative director, he is a writer and TV personality for *The Peorian* magazine and TV show, where he focuses on literary and culinary topics. He also serves as the Editor of the *Antique Caterpillar Machinery Owners Club* magazine.