

JOHN WASHBURN
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JOHNWASHBURN.COM
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Seasoned creative marketer with extensive track record delivering compelling and effective storytelling across categories and channels.

SUPERPOWERS

- Partnering across departments and disciplines to deliver effective, insight-based solutions
- Crafting differentiating ideas that capture the tone and personality of the brand across channels
- Establishing credibility with both fellow creatives and business leads

EXPERIENCE

PINCHAMZEE LLC, FOUNDER/EXECUTIVE CREATIVE DIRECTOR, 2020–PRESENT

- Strategic/creative consulting, from individual freelance to ad hoc creative agency support services for Google, InTouch Group, DFID, London School of Hygiene and Tropical Medicine, Core Productions
- Award winning design, copywriting, art direction, creative concepting
- Video and film writing, direction, and production: PSAs, branded mini-docs, and award winning narrative shorts

MCCANN GLOBAL HEALTH, EVP EXECUTIVE CREATIVE DIRECTOR, 2014–2020

- Behavior change, branding, education, and advocacy campaigns for UNICEF, World Bank, FHI360, USAID, DFID, Global Alliance of Clean Cookstoves, London School of Hygiene and Tropical Medicine, The Bill & Melinda Gates Foundation, AB InBev Foundation, IFPMA, Takeda
- Sat on McCann Health's global Creative Leadership Council
- Built McCann Health's global public health creative offering from scratch
- Led teams in New York and around the world for localized delivery, including: Bangladesh, India, Kenya, Nigeria, Pakistan, South Africa, Tanzania, and Zimbabwe
- Notable new business wins include: global dengue vaccine product launch for Takeda, global branding in partnership with Weber Shandwick for an NCD care access initiative for IFPMA and the World Bank, alcohol harm reduction for AB InBev Foundation, and anti-vaping campaign for Evelyn Lily Lutz Foundation
- Recognition: AdAge Editor's Pick, Advertising Health Ad of the Week, Great Ads for Good, Best Ads on TV, Muse by Clio, Graphis Branding 7

FREELANCE CREATIVE DIRECTOR, 2012–2014

- Saatchi & Saatchi, Publicis Kaplan Thaler, Brand Connections, PIE, Heartbeat, ACLU
- Marketing strategy and creative consulting for Blue Marble Ice Cream, a Brooklyn based boutique organic producer
- Social strategy promoting marriage equality in Pennsylvania and Indiana for the ACLU
- Digital strategy, design and ongoing consulting with Apne Aap, an NGO focused on human trafficking

HEARTBEAT, CREATIVE DIRECTOR, 2009-2012

- Oversaw and mentored reports across disciplines: ACD, art, copy, and video production
- Pitched and won two franchises of Galderma, helped grow one of them into an AOR relationship, and won Global AOR for a new product launch
- Spearheaded internal processes, including retooling creative brief development and UX best practices
- Led digital creative for the launch of Qnasl, a new nasal allergy product, including teaser, launch and full versions of web sites, display advertising, mobile, and product videos
- Created unbranded Low Testosterone condition awareness campaign, including broadcast quality spots, display and search advertising, and site redesign which together drove a 20%+ lift in sales
- Recognition included MM&M gold, OMMA, Pharma Exec Magazine "Ad Stars"

FREELANCE CREATIVE DIRECTOR, 2009

- Creative direction, design/art direction
- Digitas Health, Heartbeat, Publicis

NITRO US (SAPIENTNITRO), DIRECTOR OF DIGITAL CREATIVE, 2008-2009

- Cofounder of digital offering and senior digital creative lead for the New York office
- Led agency and client education of digital best practices and tactics
- Accountable for all digital creative deliverables
- Created the successful “Twix: Get The Girl” interactive game (FWA site of the day, Mobius, Ad Critic editor’s pick, Creativity site of the week)
- Led development of digital properties for Kraft, Dove Chocolate, and Foot Locker
- Hands-on support for creative, visual design, UX, Flash development, video content, and copywriting

RDAI, INTERACTIVE CREATIVE DIRECTOR, 2007-2008**SENIOR ART DIRECTOR, 2006-2007**

- Managed a team of up to twelve Art Directors, Visual, Flash and UX designers, and Production Artists
- Oversaw digital creative for all books of business, including W Hotels, Beiersdorf (Nivea brands), Korg Musical Instruments, Sony Professional and 2K Games
- New business wins included projects for Starwood, FXLuxury, The Tree at Rockefeller Center 70th Anniversary web site, and Ouidad
- Recognition included: Interactive Media Awards, W3, WebAwards, Davey Awards

TECHNICAL PROFICIENCIES

- Pencil/pad/whiteboard
- Compelling and effective presenter
- Lead/support brainstorming, creative conceiving, ideation
- Hands on art direction/design, copywriting
- Video/film directing, producing, editing
- Adobe Photoshop, Illustrator, InDesign, Premiere, After Effects
- Davinci Resolve Studio, Logic Pro, ProTools, Blender
- OSX/iOS, G-Suite, MS Office, etc.

EDUCATION

SARAH LAWRENCE COLLEGE, BRONXVILLE, NY

- BA, Music/Humanities

MISCELLANY

LITTLE LEAGUE COACH 2016-PRESENT

- Coach of a youth league baseball team in Brooklyn NY
- Focus on skill building and fostering cooperation among players, starting at age 5