

JOHN WASHBURN

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SUMMARY

Creative director/filmmaker with a track record of producing award-winning and commercial work

SUPERPOWERS: Passionate collaborator • Compelling and effective presenter • Strategic and objectives focused

SKILLS + EXPERTISE

SOFT SKILLS: Diplomacy and collaboration • Brainstorming, concepting, ideation

HARD SKILLS: Video/film writing, directing, producing, editing, and sound design • Art direction/design, copywriting • Branding

TECHNICAL SKILLS: Adobe: Premiere, After Effects, Photoshop, Illustrator, InDesign • Avid: Media Composer, Pro Tools
DaVinci Resolve • Apple Logic Pro • Blender • Midjourney

EXPERIENCE

PINCHAMZEE LLC | BROOKLYN, NY | 2020–PRESENT

Creative Director / Filmmaker

FILM/VIDEO CLIENTS: Lion Television (editor, *Crimes Gone Viral* for Discovery), Core Productions (Google, YouTube), Stuck in Motion

CONSULTING CLIENTS: Institute of Nonprofit News, Fifth Avenue Association, DFID, London School of Hygiene and Tropical Medicine

BRAND/AGENCY CLIENTS: Co:Collective, CDM, Evoke Health, Heartbeat, InTouch Group

RECOGNITION: 20+ film festivals with 6+ wins including best horror, best atmosphere, best sound; nominations including best director

- » Strategic/creative consulting with a focus on video storytelling and branding
- » Writing, direction, editing, and production: PSAs, spots, branded mini-docs, television shows, and narrative shorts

MCCANN GLOBAL HEALTH | NEW YORK, NY | 2014–2020

EVP Executive Creative Director

CLIENTS: 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

RECOGNITION: AdAge Editor's Pick, Great Ads for Good, Best Ads on TV, Muse by Clio, Graphis Branding 7

- » Agency creative lead for behavior change, branding, education, and advocacy campaigns and activations
- » Produced, edited, directed, and oversaw development of video content including promotional spots, case films, and educational/explainer videos
- » Member of Global Creative Leadership Council
- » Creative lead for all new business efforts
- » Led teams in New York and around the world for localized delivery, including in Bangladesh, India, Kenya, Nigeria, Pakistan, South Africa, Tanzania, and Zimbabwe
- » Notable new business wins: DFID, AB InBev, Takeda

VARIOUS AGENCIES/CLIENTS | NEW YORK, NY | 2012–2014

Freelance Creative Director

CLIENTS: Saatchi & Saatchi, Publicis Kaplan Thaler, Brand Connections, PIE, Heartbeat, ACLU, Apne Aap, Blue Marble Ice Cream

HEARTBEAT NEW YORK, NY 2009–2012

Creative Director

CLIENTS: Galderma, USB, Teva, Sanofi, Auxilium, Jansen/J&J

RECOGNITION: MM&M gold, OMMA, Pharma Exec Magazine "Ad Stars"

- » Oversaw and mentored reports across disciplines, including ACD, art, copy, and video production
- » Led creative that drove 3x+ growth across several books of business worth \$10M
- » Notable new business wins: Galderma, Teva, Jansen

VARIOUS AGENCIES | NEW YORK, NY | 2009

Freelance Creative Director

CLIENTS: Digitas Health, Heartbeat, Publicis

NITRO US (SAPIENTNITRO) | NEW YORK, NY | 2008–2009

Director of Digital Creative

CLIENTS: Twix, Kraft, Dove Chocolate, and Foot Locker

RECOGNITION: FWA site of the day, Mobius, Ad Critic/Creativity site of the week

- » Co-founder of digital offering and senior digital creative lead for the New York office

RDAI | NEW YORK, NY | 2006–2008

Interactive Creative Director (2007–2008) + Senior Art Director (2006)

CLIENTS: W Hotels, Aloft Hotels, Beiersdorf (Nivea brands), Korg Musical Instruments, Sony Professional, 2K Games, FX Luxury

RECOGNITION: Interactive Media Awards, W3, WebAwards, Davey Awards

- » Managed 12+ Art Directors, Visual, Flash, and UX designers; and Production Artists
- » Produced and directed video assets for brand videos and interactive experiences
- » Notable new business wins: Starwood, FXLuxury and The Tree at Rockefeller Center 70th Anniversary web site

VARIOUS AGENCIES | NEW YORK, NY | 2001–2006

Freelance Art Director/Designer

CLIENTS: Agency.com (e-bay), Animus Rex, Avenue A | Razorfish, CondéNet (Sub-zero, Wolf), Draft Digital (Jose Cuervo), ELC Online (Estée Lauder, La Mer), MRM Worldwide, Tribal DDB

HOLLYWOOD RECORDS (DISNEY) | NEW YORK, NY + LOS ANGELES, CA | 2003–2004

Guitarist

- » Guitar player for recording artist, “Public” (No, you’ve never heard of them.)
- » Important lessons learned in developing creative in a commercial context.

COLUMBIA HOUSE | NEW YORK, NY | 2000–2001

Senior Interactive Art Director

EDUCATION

SARAH LAWRENCE COLLEGE | BRONXVILLE, NY

BA, Music/Humanities

MISCELLANY

Little League Coach | 2016–Present

- » Head coach/manager of a youth league baseball team in Brooklyn NY
- » Focus on skill building and fostering cooperation among players, starting at age 5
- » Key skills: patience, crafty resource management, baseball fundamentals, and more patience

Guitar Player/Songwriter | 1995–2004

- » Recording, touring performer, various rock bands
- » Designed fliers/posters, demo, and album covers