



John Washburn • Brooklyn, NY • 347.581.5960 • john@johnwashburn.com
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SUMMARY

Director and Creative 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: Directing, writing, producing, editing, and sound design • Art direction/design, copywriting • Branding

TECHNICAL SKILLS: Adobe CS • Avid: Media Composer, Pro Tools • DaVinci Resolve • Apple Logic Pro • Blender • Nanobana, Flux, Kling, Krea, Midjourney, etc. • Claude • Gemini • ChatGPT

EXPERIENCE

PINCHAMZEE LLC | BROOKLYN, NY | 2020–PRESENT

Director | Creative Director

BRAND/AGENCY: 3 Madfish, BPD Health, Co:Collective, CDM, Evoke Health, Harrison & Star, Heartbeat, InTouch Group, IPG Health, Publicis Health, Saatchi Wellness, Wildtype

FILM/VIDEO: Diageo: wrote/directed social content for Crown Royal x Realtree starring Rob Rausch (Love Island, Traitors)
Google/Core Productions: wrote/directed 30+ commercials across South Africa, Kenya, and Nigeria
M-Street Creative (directed “The Making of a Heart Attack” starring Barrie Sanders for A&E),
Lion Television (editor, *Crimes Gone Viral for Discovery*), Stuck in Motion

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

RECOGNITION: Feature screenplay QF Academy Nicholl Fellowship, Second Rounder at Austin Film Festival (x2) and semi-finalist at Roadmap Writers Jumpstart Competition
Short films: 20+ film festivals with 6+ wins including best atmosphere, best sound; nominations including best director

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

EVP Executive Creative Director

CLIENTS: AB InBev Foundation, DFID, FHI360, London School of Hygiene and Tropical Medicine, , Global Alliance of Clean Cookstoves, IFPMA, Takeda, UNICEF, USAID, World Bank

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, advocacy campaigns and activations across Bangladesh, India, Kenya, Nigeria, Pakistan, South Africa, Tanzania, Zimbabwe, and the United States
- Produced, edited, directed, and oversaw development of video content including promotional spots, case films, and educational/explainer videos
- Member of Global Creative Leadership Council
- Notable new business wins: DIFD, 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 of this then independent network

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 | 2004–2006

Freelance Art Director/Designer

CLIENTS: Agency.com, Animus Rex, Avenue A | Razorfish, CondéNet, Draft Digital, ELC Online, MRM Worldwide, Tribal DDB

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

Guitarist

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

EDUCATION

SARAH LAWRENCE COLLEGE | BRONXVILLE, NY

BA, Music/Humanities

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