

JOHN WASHBURN

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Seasoned creative marketer with extensive track record delivering compelling and effective work across categories and channels.

SUPERPOWERS

- Consistently able to weave together disparate stakeholder needs and agendas
- Resourceful and nimble at maximizing resources at every budget level
- Adept at balancing creativity with the practical needs of the engagement

EXPERIENCE

FREELANCE CREATIVE DIRECTOR, 2020–PRESENT

- Google, InTouch Group, DFID, London School of Hygiene and Tropical Medicine, Core Productions

MCCANN GLOBAL HEALTH, EVP EXECUTIVE CREATIVE DIRECTOR

- 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, 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, Zimbabwe
- Notable new business wins include: global dengue vaccine product launch for Takeda, global branding 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 included AdAge Editor's Pick, AdvertisingHealth 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 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

- 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 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 digital properties for Kraft, Dove Chocolate, and Foot Locker.
- Hands-on support for creative, visual design, UX, Flash development, video content, and copywriting as required.

RDAI, INTERACTIVE CREATIVE DIRECTOR, 2007-2008

SENIOR ART DIRECTOR, 2006-2007

- Managed a team of twelve Art Directors, Visual, Flash and UX designers, and Production Artists.
- Oversaw digital creative for all brands in the agency, 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, ADOBE CREATIVE CLOUD, OSX/IOS, MS OFFICE, ETC.

- Lead/support brainstorming, creative concepting, ideation
- Hands on art direction/design, copywriting, video production including directing, producing, editing
- Strong presentation skills
- Presentations for internal and client stakeholders

EDUCATION

SARAH LAWRENCE COLLEGE, BRONXVILLE, NY

- BA, Music/Humanities