

Jason Mccourt

Creative Director



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Professional creative director with more than 9 years of experience, skilled in both design and copy. I am currently seeking a position within an agency or in-house department. In my most recent role, I created an in-house creative services department, reducing the cost of advertising by \$500K, while completing over 5,200 jobs per year.



Skills



Creative Direction



Excellent



Copywriter



Excellent



Design



Excellent



Digital



Excellent



Broadcast



Excellent



Work History

2016-04 - Current



Global Creative Director

Zones Inc, Auburn, WA

- Lead creative for 4 US-based locations as well as 3 global locations
- Raise more than \$30M per year in Marketing Funds yearly
- Driving results for RFPs including Starbucks, Adidas, and Kaiser
- Expand partner base by 3X year over year

2015-02 - 2016-03



Creative Director/Managing Editor

REI, Kent, WA

- Converted their e-commerce platform into a 20/80 storytelling split
- Transformed over 56 landing pages in under 6 months
- Created content calendar with 12-month cadence

2013-02 - 2014-11



Head of Creative/Creative Director

Williams Helde, Seattle, WA

- Added 3 new clients; Oden Brewery, JustTell, and Alaska Airlines
- Increased marketing/advertising revenue by 35%
- Built an 400+ photo asset library for Philips brand
- Expanded team from 5 to 8 total headcount

2012-02 - 2013-01



Proposal Writer/Advisor

Intentional Software, Seattle, WA

- Wrote the proposal that led to the launch of the Microsoft Hub

2011-01 - 2012-01



Senior Copywriter

Hacker Group and HTC, Seattle, WA

- Launched national campaign for Carnival Cruises and David's Bridal
- Pitched and won AT&T new business for \$35M
- Managed open enrollment for Fortune 100 healthcare client

2009-04 - 2010-11

Associate Creative Director

Rauxa Direct, Costa Mesa, CA

- Mentored and led a creative department of 12
- Maintained brand for all of Verizon Wireless
- Developed strategies for new business pitches and RFPs

2006-01 - 2009-03

Associate Creative Director/Senior Copywriter

JWT, Santa Monica, CA

- Recruitment efforts led to more than 12,000 job placements
- Achieved goal of \$12M for Children's Hospital Los Angeles
- Developed 3 employee portals; Nestle, Boeing, and Jack in the Box

2000-01 - 2005-12

Lead Creative Director

DDB, Los Angeles, CA

- Led copy and concepts for Epson Printers
- Successfully launched two new photo printers
- Pitched and won new business including California State Lottery



Education

Bachelor of Fine Arts: Marketing Communications

Academy of Art University - San Francisco, CA



Accomplishments

Started my own company: CommonGround MenCare – A cosmetic product line made just for men. www.cgmencare.com