

# James Pinkerton

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linkedin.com/in/jamespinkerton

## EXPERIENCE ASSOCIATE CREATIVE DIRECTOR / ART

POSSIBLE / Wunderman Thompson • New York, NY • January 2019–Present

Client: Volkswagen

Helped launch a new creative direction for the US market.

Led efforts to develop creative concepts within cross-disciplinary teams.

## SENIOR ART DIRECTOR

McCann • New York, NY • 2015–2019

Client: Mastercard

Developed and executed creative for TV, outdoor, integrated and social campaigns.

Concepted, designed and built experiential installations with digital and VR components.

## ART DIRECTOR

360i • New York, NY • 2013–2015

Clients: Toyota, HBO, HISTORY, A+E, Coca-Cola Racing, Barilla, Scotts Lawn Care, Canon

Concepted and executed integrated and traditional campaigns.

Created award-winning websites and social campaigns.

## ART DIRECTOR

Plan B [the agency alternative] • Chicago, IL • 2009–2013

Clients: Jaguar, Land Rover, Wilson Tennis, Paper Mate, Volvo, Equal, Pure Via

Development creative for numerous successful new business pitches.

Created digital, social, print, outdoor and TV campaigns.

Hired, managed and mentored aspiring Art Directors in an internship program.

## CAPABILITIES

Creative Concept & Ideation

Video Production

Branding & Identity

Art Direction

Content Creation & Social

Design & Execution

Photography

Interactive Design & Websites

Brand Guidelines

Campaign Development

Digital Product Design

HTML/CSS

## EDUCATION BACHELOR OF FINE ARTS • ADVERTISING ART DIRECTION

Columbia College Chicago • Chicago, IL • 2010

## ACCOLADES

Clio Award, Shorty Awards, MIDAS Awards, Digiday Award

## PORTFOLIO

jamespinkerton.com

## CONTACT

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