

James Pinkerton

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EXPERIENCE

FREELANCE CREATIVE DIRECTOR/ART DIRECTOR

Freelance • Remote • June 2022-Present

Agency: Laundry Service

- Ideation and production of a digital campaign and integrated marketing assets for Smirnoff.

ASSOCIATE CREATIVE DIRECTOR

Wunderman Thompson / POSSIBLE • Remote/New York, NY • January 2019-May 2022

Clients: Samsung, Volkswagen

- Grew business by developing and pitching an original video series and other creative ideas.
- Led efforts to develop creative concepts within cross-disciplinary teams & agencies.
- Managed, mentored, and led other creative teams from offices around the globe.

SENIOR ART DIRECTOR

McCann • New York, NY • 2015-2019

Client: Mastercard

- Developed and executed creative for TV, outdoor, integrated and social campaigns.
- Part of the launch of Mastercard's global re-brand.
- Designed, ideated, and built experiential installations with digital and VR components.

ART DIRECTOR

360i • New York, NY • 2013-2015

Clients: TOYOTA, HBO, HISTORY, A&E, Canon, Barilla, Coffee-Mate, Scotts Lawn Care.

- Created cross-platform campaigns spread across multiple touchpoints, like TV, social, and OOH.
- Devised and designed award-winning social/digital campaigns.
- Designed award-winning websites.

ART DIRECTOR

Plan B Advertising • Chicago, IL • 2009-2013

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

- Developed 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

Creative & Art Direction

Photography

Campaign Development

Video Production

Social Content Creation

Interactive Design & Websites

Creatively-driven Innovation

Branding & Identity

Design & Execution

Figma & Sketch

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

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CONTACT

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