

Chris McMahon



Creative Director

GIGS

Creative Director @ Campbell Ewald – *October 2021 - Present*

Head of Social & Innovation Creative. Run OnStar's social campaigns and Shamrock Farms/Rockin' Protein creative.

Associate Creative Director @ mcgarrybowen – *March 2020 - October 2021*

Lead integrated campaigns for Hershey's and Reese's, and managed day-to-day creative for Hershey's.

Senior Copywriter @ BBDO New York – *January 2016 - March 2020*

Creative special forces. Brought cutting edge creative to Snickers, Campbell's, EA Games, GE, MtDew, M&Ms, and more.

Copywriter @ Crispin Porter + Bogusky – *October 2014 - September 2015*

Wrote award-winning and industry recognized social, television, radio, and print for Hotels.com and other clients.

HARDWARE

2016 One Show, Bronze - Branded Social Post

2016 & 2017 Cannes Lions, Shortlist - Cyber

2018 FAB Awards - Gold x2

2016 Webby, Winner & Popular Winner - Native Advertising

2016 Shorty Awards, Winner - Best Use of Facebook

2016 Facebook Awards, Gold - Best Use of Platform

2015 Mashies, Winner - Best Use of Branded Video within Facebook

LEARNING

The Creative Circus – *Copywriting, September 2014*

Michigan State University – *Advertising, Honors, December 2010*

PARTY TRICKS

Copywriting for film, print, radio, social, content, and long form

Mentoring, coaching, and teaching

Microsoft Word, Powerpoint, & Excel

Google Docs, Slides, Sheets & Drive

Adobe Premiere, After Effects, Photoshop, Illustrator, & InDesign

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