

# Chris McMahon • Creative Director

## EXPERIENCE

### Creative Director/Senior Creative Lead @ BUNTIN – May 2024 – Present

Top-to-bottom creative oversight for SERVPRO and CFP Board, including national campaign work, while winning new business clients like Republic Bank.

### Creative Director @ Campbell Ewald – October 2021 – December 2023

Head of Social & Innovation Creative. Led all creative for Shamrock Farms, Rockin' Protein, and Allspring, and created award-winning campaigns for OnStar. Built a new creative group and grew Shamrock Farms' scope by 40%.

### Associate Creative Director @ mcgarrybowen – March 2020 – October 2021

Led cross functional creative and production for multiple 360 campaigns on Hershey's and Reese's, and managed day-to-day creative for Hershey's.

### Senior Copywriter @ BBDO New York – January 2016 – March 2020

Brought cutting edge creative to Snickers, Sandy Hook Promise, Campbell's, Footlocker, EA Games, GE, MtDew, M&Ms, Band-Aid, and many more. Pitched and won new business, including Ford.

### Copywriter @ Crispin Porter + Bogusky – October 2014 – September 2015

Wrote award-winning and industry recognized social, television, radio, and print for Hotels.com and Best Buy. Increased social following for Hotels.com tenfold.

## AWARDS

2023 ANA Multicultural Excellence Award – LGBTQ+

2023 The D Show – Best in Category Winner + Black D Winner, Digital – Social Media

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

## EDUCATION

The Creative Circus – Copywriting, September 2014

Michigan State University – Advertising, Honors, December 2010

## SKILLS

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

Mentoring, coaching, and teaching

Cross functional collaboration

Microsoft Word, Powerpoint, & Excel

Google Docs, Slides, Sheets & Drive

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

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