

JASON McKEAN

JasonMcKean.com

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SUMMARY

I'm a strong, strategic and empathetic leader. I've spent the last 8 years in creative director roles, and 18 years helping shape global brands at some of the world's best ad agencies. I've always been committed to delivering famous and powerful ideas for brands, including Chick-fil-A, Verizon and Mastercard. I believe in the power of craft, design and storytelling to connect with people. I'm a self-driven multi-functional, with a mastery of visual design, digital design, film, print, art direction and copywriting. I also have a keen understanding of social tools and trends – and know what makes work break through in each platform.

- As an SVP Group Creative Director on Chick-fil-A, I help steward and extend a \$16B brand, playing at the intersections of data and art, physical and digital, entertainment and culture.
- I lead a team of 12 writers and art directors, a multidisciplinary group on a mission to innovate brand and retail advertising for Chick-fil-A.
- I lead creative conception and development, working with agency leaders and C-Level clients to execute breakthrough work that strengthen guests' perception of the Chick-fil-A brand. These ideas take many forms, including commercials, apps, games, websites, posters, experiences, social media and films.
- I work daily to inspire our creatives to make the most of every opportunity. I'm able to take and provide clear direction that pushes work forward. I'm unafraid to dig into the work, aiming to inspire others through action: I'll roll up my sleeves to design, mock, write or prototype. All while generously sharing credit with others.
- My job is to ensure that the work is on brief and on tone, and to help lead it from conception to production. This requires a near-daily presentation of solutions that influence key stakeholders, including C-Level clients, for approvals.
- I work and lead across disciplines, and am able to perform my role in flexible, ever-changing environments. I wholly embrace new influences and inspiration.
- I strive to represent McCann's standard of excellence for all creative work; to elevate the agency and our clients.
- I work to promote the agency's values including diversity, equity and representation among our staff, our work and our production partners.
- I foster strong relationships with clients to build the kind of trust necessary to sell innovative executions and maintain client satisfaction.
- Highly skilled in complex problem solving, critical thinking and decision making.
- Extensive production experience: Highly adept at working within the confines of both large- and micro-scale budgets, all while skillfully navigating changing environments, business needs, timelines and client demands.
- Recognition includes multiple wins at Cannes Lions, D&AD and The One Show.

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EXPERIENCE

McCann New York

SVP Group Creative Director (Jan 2019-present)

VP Creative Director (May 2015-Jan 2019)

As group creative lead, I steer the development of unique, on-brand, and on-strategy advertising, solving clients' business and brand management challenges. I work with cross-functional teams, uniting the art, writing, engineering and production of content. I lead by example, with a consistent vision for impactful, influential work, while supporting key players as we strategize, concept, ideate, adapt, produce and launch. **Clients:** Chick-fil-A • Verizon • Mastercard

Leo Burnett Chicago

Associate Creative Director (Nov 2009-May 2015)

Led the development and execution of award-winning branded content and advertising for a variety of clients in numerous industries. **Clients:** Fifth Third Bank Invesco • Kellogg's • Norton • Hallmark • Foster's

VSA Partners Chicago

Design Director (Aug 2005-Nov 2009)

Led the strategic and creative course on brand expressions for numerous clients. I managed a staff of direct reports, helping them develop their skill as designers and strategic thinkers. I directed the creative brainstorming, presentation and execution of multiple components, including brand architecture and identity, advertising, marketing collateral and environmental graphics. **Clients:** Harley-Davidson • IBM Sappi • Tishman Speyer • Bell Canada

Chicago Tribune Chicago

Editorial Art Director (Aug 2002-Aug 2005)

Teamed with reporters, editors and copy editors to art direct the editorial design for numerous features sections, including Travel and Arts & Entertainment.

The Boston Globe Boston

Editorial Designer (June 1999-Aug 2002)

Art directed the editorial design for a sports section consistently named the best in the country by the Associated Press Sports Editors Association.

EDUCATION

Northwestern University Evanston, Illinois

Bachelor of Science in Journalism (June 1999)

AWARDS

Cannes Lions • D&AD • The One Show • Clios • Andy Awards • AICP • Shortys
London International Awards • Radio Mercury Awards • Type Directors Club
New York Festivals • Print • Communication Arts • Kinsale Shark Awards