

Jon McCohen Copywriter & Creative Director

Brand Experience

AUTOMOTIVE: Jaguar, McLaren, Workhorse RV, International Trucks, Cummins, Firestone

PACKAGED GOODS: Tyson Foods, Budweiser, Coca-Cola, Oreo, Ritz, Borden Dairy

TECHNOLOGY: Sprint, AT&T, Blackberry, Motorola, Flex/Echo Tools

FINANCIAL: Citibank, Bank of America, ThinkMarkets, Commonwealth Financial Network

B2B: Jerr-Dan, Cars.com, Navistar, Bosch, Marmon/Keystone, Oakwood Worldwide

MISC: McDonald's, American Airlines, Two Brothers Brewing, ESPN Radio, Wrangler, Disney

2009-NOW Freelance Copywriter/Creative Director

Concept and execute advertising campaigns, promotions, retail, digital and social.

Write and edit creative elements, manage creative teams, lead creative presentations.

Lead new business pitches, develop new marketing strategies, create new brand identities.

AGENCIES

H&L Partners, Havas, Publicis Sapient/Razorfish, Leo Burnett/Arc Worldwide, Digitas,

Plan B, Contrast, Bluedog Design, The Graphic Shop, Wencel Worldwide

2004-08 Creative Director at Havas Worldwide

Creative lead and direct client contact on national accounts.

Managed 15+ designers and writers, including performance evaluations and creativity motivators.

Produced, wrote, edited new business pitch videos and entertainment for agency meetings.

2000-03 Associate Creative Director at Two by Four

Creative lead on various local and national accounts, managed 5 creatives.

Managed agency's print and production schedule and vendor relationships.

Created agency "Blockhead" Award, helped design/build agency office.

Credentials

EDUCATION: James Madison University – BBA Marketing/English Minor

APPS: Teams, Slack, Office, Figma, Photoshop, WordPress, Keynote, Sprout Social, Asana, Jira

AWARDS: New York Festivals, ECHO, Tempo, CAF Windy