



# MICHAEL WASHINGTON

## CREATIVE DIRECTOR

Award-winning. Multi-channel. Results-driven.

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## | Summary

I'm a Creative Director experienced in orchestrating and executing impactful advertising and original content for globally recognized marketing campaigns. I bring over a decade of experience, forward-thinking creative vision, adaptability, and collaborative leadership to make brands stand out and connect with audiences in meaningful ways.

## | Awards & Recognition

- The One Show - Silver Pencil Winner
- 2 x CLIO Awards - Gold Winner
- 2 x CLIO Awards - Silver Winner
- 5 x CLIO Awards - Bronze Winner
- The One Show - Silver Pencil Winner
- ADWEEK Experiential Awards - Winner
- ADDY Awards - Gold Winner
- 2 x ADDY Awards - Bronze Winner
- 2 x Telly Awards - Gold Winner
- 2 x Telly Awards - Silver Winner
- Golden Trailer Awards - Winner
- Webby Awards - People's Voice Winner
- CLIO Awards Jury Chair (Digital | Social)
- CLIO Awards Juror (Digital | Social)

## | Areas of Expertise

- Concept Development
- Creative Marketing/Original Content
- Visual Storytelling/Design
- Leading Cross-Functional Teams
- Copywriting
- Social/Digital Media Marketing
- Live Action Directing/Production
- Post-Production
- Motion Design/Animation
- Stakeholder Presentations
- Trend Research
- Creative Strategy

## | Education

### Savannah College of Art and Design

B. F. A. Film and Television, Directing

- Artistic & Academic Combined Honors Scholarship Recipient
- Dean's List

## | Professional Experience

### Creative Director | Creative Consultant || Freelance

Jul 2022 - Present

- Clients Include: PepsiCo, Google, Meta, Toyota, M88
- I oversaw and led the development and production of various marketing campaigns, social CPG campaigns, commercials, music videos, and branded content projects, while managing budgets, schedules, and cross-functional teams to produce compelling visual content.
- Creative Consultant: assisted producers by providing guidance during pre-production and production as well as delivering feedback and revisions on edits to maximize viewer engagement for various ad campaigns and branded content projects.

### Associate Creative Director || Ogilvy - Fixed Term Contract

Jul 2024 - Aug 2024

- Delivered innovative ideation, concept development, and design with the Ogilvy Social Team—resulting in high-impact digital campaigns for Google and other leading consumer brands

### Executive Creative Director || Invisible North - Fixed Term Contract

Oct 2023 - May 2024

- Led the 360° social campaign for Propel Fitness Water, overseeing creative development and production to craft a unified brand narrative across multiple social media platforms and with OOH integration.
- Drove exceptional reach and engagement through paid and organic media

### Creative Director || Trailer Park Group

Aug 2022 - Jul 2024

- Translated marketing objectives into creative strategies and directed multiple cross-functional teams made up of producers, writers, editors, art directors, and designers
- Achieved creative goals by directing on-set production teams and A-list celebrity talent
- Successfully managed large budget (250K-1MM+) projects, tight deadlines, and client relationships

### Creative Director || Narrator, Inc.

May 2018 - Aug 2022

- As the company's sole Creative Director, I oversaw the creation of original multimedia content for major studio clients, film advertising campaigns, and defining the company's brand identity
- Supervised the creative work across all departments including production, design, editorial, and sound
- Won the company their first Gold Clio Award
- Successfully expanded business opportunities by transforming the company's reputation from focusing solely on behind-the-scenes home entertainment content to being well known for creating exceptional advertising and film marketing

## | Clients I've Worked With

