

MICHAEL A. CRAIGHEAD | ACD | ART DIRECTOR | WRITER

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Experienced, award-winning creative, with a focus on strategic thinking, executing great work and growing businesses.

EXPERIENCE

2.16 – PRESENT: ASSOCIATE CREATIVE DIRECTOR | WALTON ISAACSON

Lead day-to-day creative on accounts. Provide meaningful direction in order to create thoughtful and strategic executions. Work with Project Management, Account and Strategy to ensure we are efficient, effective and on point.

Spalding
Coors Light
Miller Lite
McDonald's
Bristol-Meyers Squibb
Lexus

EXPERIENCE

7.13 – 2.16: SENIOR ART DIRECTOR | COMMONGROUND/MGS

Creative problem solver, combining Art Direction and Writing to build effective solutions. Implement creative direction and disseminate direction to team members to help lead the charge.

Nissan
Miller Lite
D'USSE
Bacardi Flavored Rum
Bombay Sapphire
Nike Running
Nike Basketball
Mountain Dew
Illinois Lottery

EXPERIENCE

3.10 – 7.13: JUNIOR ART DIRECTOR | GLOBALHUE

Creative problem solver, combining Art Direction and Writing to build effective solutions. Implement creative direction to build cohesive campaigns.

Jeep AOR
Dodge
Walmart
NBA
Susan G. Komen
Pepsi
OneMain Financial

EDUCATION

2004 – 2008: HOWARD UNIVERSITY, WASHINGTON, DC | BFA, DESIGN CONCENTRATION

SKILLS

Proficient in Adobe Creative Suite, Microsoft Word, Keynote, Power Point

AWARDS

2017 Telly Award – Spalding “The Beat of True Believers” TV
2017 Shorty Awards – Graphics Finalist & People’s Choice Winner: Spalding 125th Anniversary of Basketball
