Patrick McHugh

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Open To Relocation Worldwide

CREATIVE DIRECTOR

Creative and strategic leader with proven experience in advertising and children's entertainment. Industry expert in Automotive, Beverage, CPG, Fashion, Fast Food/QSR, Finance, Mobile Communications, Pharma, Retail, Sports Marketing, Toys, Travel & Tourism, Video & Digital Gaming

Empathetic and pragmatic storyteller with a proven ability to translate bold ideas and real human narratives into immersive, high-impact content. I partner closely with C-suite leaders and brands to build authentic fandoms, elevate cultural relevance, and drive multi-million-dollar growth by aligning creative vision with business strategy. My work centers on the power of human storytelling to build trust, spark innovation, and forge lasting connections.

AREAS OF EXPERTISE

Creative Direction | Content Strategy & Creation | Copywriting | Integrated Marketing | Social & Influencer Marketing | Brand Development | Experiential | Production | Animation | Illustration

EXPERIENCE

Quahog Creative **January 2024 – present**
Aquinnah, Massachusetts
Executive Creative Director
Advertising, Marketing and Social Media services helping island businesses on Martha's Vineyard.

Spin Master Toys & Children's Entertainment Company **January 2019 - December 2023**
Toronto, Los Angeles, New York
Vice President, Creative Advertising & Content
Led Spin Master's in-house multidisciplinary creative and production team, executing best-in-class content across channels to support global Toy, Entertainment and Digital Games brands.

- Directed the creative process from ideation to execution for all integrated marketing campaigns, including TVC, digital, social, influencer, shopper, DTC, B2B, e-comm, OOH, experiential & events.
- Managed a team of 50+ writers, art directors, designers, animators, editors, photographers and producers.
- Grew the department by 76% from 29 employees in 2019 to 51 employees in 2022.
- Integrated four new departmental functions under the Creative Content Team: Digital Design, Spin Master's YouTube Channel Network, Social Media and Influencer Marketing.
- Managed annual production budgets of $10-15 million for 30+ brands.
- Drove a 133% increase in creative deliverables from 2020 to 2023, yielding the ideation and execution of 16,343 unique creative assets annually (including TVCs, digital videos, sizzles, and design deliverables) on time and on budget.
- Made PAW Patrol the world's #1 Preschool brand: YOY +35% impressions, +18.7 views, +23% watch time, +200% AV duration, +43% subscribers, +20% social growth.
- Created and produced Spin Master's YouTube Channel Network
  • Launched and managed original YouTube channels, producing 500+ original content pieces annually.
  • Delivered $903K in monetization revenue YTD through programming, audience development, and commercialization.
- Achieved $590K in production savings by integrating Digital Adapts into existing TVC production budgets through strategic negotiation and bundling.

- Built fandoms and unlocked new monetization opportunities for brands PAW Patrol, Unicorn Academy, Bitzee, Monster Jam and Rubik's by creating and producing IP-driven, immersive experiences at VidCon, CES, Sweet Suite and New York Toy Fair.
- Reported to the Founder & Chief Creative Officer. Worked directly with the Chief Marketing Officer, President of Entertainment and Development, Global Head of Franchise and Global Brand Leads, creating Go-To-Market content and media campaigns in partnership with Walmart, Target, Amazon, Google Directors Mix, YouTube, NETFLIX, WildBrain and Moonbug Entertainment.

Global Ad Agencies **2010 – 2019**
Austin, Boston, Chicago, Detroit, Los Angeles, New York
Creative Director, Copywriter, Producer

- **Agencies:** Leo Burnett, McCann, Goodby, Silverstein & Partners, Digitas, Razorfish, Klick! Health, Shinola
- **Clients**: Coca-Cola, Disney, DUNKIN', Gallo, General Motors, Harley-Davidson, Kellogg's, McDonald's, Motorola, NETFLIX, Nickelodeon, Nintendo, Pure Michigan, Samsung Mobile, Shire, Sirius XM, Toys R Us
- **Pure Michigan State Tourism Campaign:**
  • Mercury Awards – Best State Tourism Advertising, Television, Radio & Social Media Campaign
  • Forbes list of 10 Best Travel Campaigns of all time
  • ROI – Motivated 7.2 million trips to Michigan with visitors spending $2 billion at Michigan businesses and paid $138 million in Michigan sales tax. ROI: The state made $4 for each dollar spent on Pure Michigan advertising.

Creator, Author & Illustrator **July 2010 – present**
Aquinnah, Massachusetts
MUDWIG The Purple Pig Children's Book Series
Designed to help children develop social skills, MUDWIG children's books celebrate the everyday magic of island life. With characters that live in a place where people and animals respect each other, work together, and resolve conflicts as they learn and play, MUDWIG recognizes the importance of getting along with others as a model for children on how to positively explore and enjoy their world. https://mudwigthepig.com

AWARDS
ADDYs, EFFIEs, The One Show, One Show Interactive, SHORTY Awards, TOMORROW Awards, WEBBYs

JUDGING HONORS
ADDYs, EFFIEs

EDUCATION
Bachelor of Arts, Journalism
Michigan State University

Playwriting & Screenwriting
Professional Development
Columbia College Chicago