

JOHN JACKSON | Senior Writer

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I love the creative process because it runs on relationships. First with team members, then with clients. If those first two are solid, chances are the work will build a relationship between consumers and a brand. I've done this for some of the world's largest brands, always keeping in mind that, in a business increasingly driven by science, writing is still an art.

WORK HISTORY

Rodgers Townsend (2009-2024)

As a senior writer and ACD, I've presented AT&T's technically complex offerings to small business in honest, user-friendly language. Then did the same for State Farm, while respecting brand and legal guardrails on their Auto, Home, and LHIPS (Life, Health, Investment Portfolio) business.

I've also helped the World War I Museum and Memorial commemorate the Armistice centenary with a Mercury-shortlisted radio spot, developed research stimuli for Valvoline, pinpointing ways to grow their fleet business, and pitched in on Conway Freight, Missouri Baptist Hospital and The Hartford, while mentoring younger writers.

Doner Advertising (2004-2009)

After two years of print, radio and TV for PNC Bank, Bush Beans, and Green Umbrella Extended Service Plans, I switched to direct mail (which included some TV) for AAA (Michigan, Missouri, Texas), Auto Club of Southern California, ADT Home Security, Great Wolf Lodge (a lot of fun), Secure Horizons Senior Healthcare, and Sylvan Learning Centers.

J Walter Thompson (1992-2003)

Started as a senior writer on "multi-product" (Detroit-speak for anything without four wheels). Crafted TV, radio and print for Carhartt, Bosch Automotive, Delta Dental, University of Michigan Hospitals, M-Care, and Society Bank.

Moved to ACD/VP on Ford Motor in 1995, touching everything from Ford F-150 and Taurus to Jaguar. Was also tapped to write speeches for Ford executives.

Freelance

Assignments range from USAA Insurance to a Jeep Liberty catalogue.

EXPERTISE

Social, display, OLV
email, collateral, direct mail,
TV, radio, and print

SPECIAL SKILLS

Client presentations
Project management
Team building
Mentoring younger creatives
Making clients laugh

EDUCATION

One year at **Princeton University** (long story), then three at **University of Michigan** (Ann Arbor), finishing with a BA in English Language and Literature and a Hopwood Prize for Senior Poetry. (Everything I know about advertising I've learned from real advertisers.)

AWARDS

A Clio, New York Art Director's, St Louis Addy Judge's Citation, have had work featured in CA, print in the running at Cannes, and multiple Caddy Awards (Detroit Ad Club).

References available upon request.