

# JASON PICKAR

Creative Director | Partnerships | Cultural Marketing | Creator Strategy  
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## SUMMARY

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### **Award-winning Creative Leader who turns transactions into culture and culture into business results.**

Significant experience building relevant partnerships and creator-led campaigns for global brands. Five years leading owned channel creative for McDonald's, translating global entertainment partnerships into moments that drive downloads, transactions and loyalty. Deep expertise and success in entertainment partnerships, creator strategy and integrated campaign development across app, web, email, push and CRM.

## SELECT PARTNERSHIP EXPERIENCE

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McDonald's: Travis Scott, BTS, Mariah Carey, Saweetie, Cardi B and Offset, Pokémon TCG/Go, Disney, Marvel, Minecraft, The Grinch, Ligue 1, Away, PacSun

DEUTSCH LA: Dr Pepper x Marvel (Avengers, Thor)

MRM WORLDWIDE: Nikon x Flickr Photographers

## CORE COMPETENCIES

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Global Partnerships • Entertainment Partnerships • Creator Strategy • Cultural Marketing • Experiential Marketing • Brand Partnerships • Team Leadership • AI-Accelerated Creative Workflows • Integrated Campaigns • Owned Channel Strategy • CRM & Loyalty

## PROFESSIONAL EXPERIENCE

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### **DIGITAS / PUBLICIS** | Seattle, WA | **Oct 2018 – Dec 2025**

#### **VP, Promoted to Lead Owned Channel Creative** (Apr 2021 – Dec 2025)

Led owned channel creative for McDonald's US across Relevance and Core Food campaigns, presenting regularly to client VPs and senior managers across Digital, Marketing, Content & Culture, Social and Media. Managed four-agency integrated team of 5-12 creatives. Reported to Group Creative Director.

- Drove \$25M+ incremental revenue on Minecraft Movie Meal—McDonald's largest entertainment partnership of 2025—through Pixel Pioneers targeting strategy and Hypebeast partnership.
- Generated 67% above sales projections on Grimace Birthday—McDonald's most successful moment in years—plus 139% push CTR above benchmark and 35% app registrations above target.
- Drove +24% McNuggets sales lift on WcDonald's Anime campaign, achieving repeat purchase behavior with 1M+ Signature Move interactions.
- Executed 30+ partnership campaigns including Travis Scott, BTS, Pokémon Go/TCG Pocket, Disney Happy Meals, Marvel and The Grinch Meal.
- Won three McDonald's Global Feel Good Awards. Selected to attend Global Marketing Summit as key creative partner.

#### **Associate Creative Director** (Oct 2018 – Apr 2021)

Supervised creative team for T-Mobile for Business across owned social, video and B2B campaigns. Coordinated direct reports and external agency partners to deliver integrated campaigns.

- Translated complex technology messaging into compelling enterprise narratives by defining 5G for business audiences first—before the technology even existed.
- Built T-Mobile's B2B thought leadership platform through executive-facing content and video series.

### **WEBER SHANDWICK / MEDIACO / CREATION** | Los Angeles, CA | **2016 – 2018**

#### **Associate Creative Director**

Orchestrated integrated campaigns for Fortune 500 clients including 3M, TIAA, Vail Resorts, Royal Caribbean and ResMed. Built cross-functional teams across video production, digital, social and experiential activations.

- Translated complex emerging technology into human stories as communications strategy lead for DAQRI, an industrial AR company.
- Increased sales with innovative, compelling 3M Filtrete PR campaign stressing the importance of air quality safety for families.

**BREAK MEDIA** | Los Angeles, CA | **2013 – 2014**

**Senior Creative, Branded Content**

Developed creator-led branded content partnerships for Break, MadeMan and Screen Junkies (50M+ monthly viewers). Balanced editorial voice with brand objectives across authentic video content featuring creators and comedians.

**DEUTSCH LA** | Los Angeles, CA | **2010 – 2012**

**Integrated Copywriter**

Crafted integrated campaigns for PlayStation and Dr Pepper across TV, digital, social and experiential.

- Broke 7 Guinness World Records by producing LittleBigPlanet 2's 50-hour livestream, generating global media coverage.
- Authored Dr Pepper's Marvel partnership creative for Avengers and Thor theatrical releases.

**TRIBAL DDB / MRM WORLDWIDE** | New York, NY | **2006 – 2010**

**Interactive Copywriter**

Created digital campaigns for Diageo (Guinness, Baileys, Jose Cuervo), Philips, Johnson & Johnson and Wendy's.

- Pioneered early influencer marketing. Launched brand partnership with Flickr photographers for Nikon D80.

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**EDUCATION**

**Creative MBA** | Cannes Lions School, Cannes, France, 2024

**Bachelor of Arts (Honors), Film Studies** | Queen's University, Kingston, ON

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**EXECUTIVE DEVELOPMENT**

Publicis Leadership Program • McDonald's Global Marketing Summit

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**AWARDS**

Won three McDonald's Global Feel Good Awards (2023, 2024, 2025) • NYFestivals Shortlist (Nikon D80) • One Show Entertainment Shortlist (Philips Bodygroom) • Pointroll Beanie Award (LittleBigPlanet 2)

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**TECHNICAL PROFICIENCIES**

AI Tools: Claude, ChatGPT, Midjourney, DALL-E, Cursor, v0 • Creative: Figma, Adobe Creative Suite

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**CIVIC INVOLVEMENT**

Seattle Central Little League volunteer

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**ALSO**

25 years freestyle rap and improv comedy. Host of Boom Bap, a monthly freestyle rap and improv show at CSz Seattle. Acting credit in Gilmore Girls: A Year in the Life. Built AgencyRPG—a browser-based video game simulating running an ad agency—in under 30 days using AI, with zero coding background.

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**INTERESTS**

Hip-hop history and culture • BBQ and smoking • Jewish traditions and holidays