

Jason Pickar

Creative Director, Writer, Comedian, MC

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Summary:

Heart of a comedian, brain of a strategist, I lead teams that make good stuff people want to share.

Work Stuff:

Creative Director, Digitas and Publicis Groupe (April 2021 - Present)

Leadership on "big in culture" relevance campaigns and core food for McDonald's ensuring high quality creative for McDonald's app, website and CRM (email and push). Won DICK'S loyalty business through pitch and business development. Client management. Coaching juniors into more senior roles.

Associate Creative Director, Digitas Seattle (October 2018 - April 2021)

Leading the creative team with brand strategy and product messaging communication platforms for T-Mobile for Business.

Freelance Creative Director (April 2018 - October 2018)

*Projects include defining brand voice and bringing tech innovation to traditional media.
Conan, Pioneer Square Labs*

Associate Creative Director, Weber Shandwick/MediaCo/Creation (January 2016 - April 2018)

Led the creative team and process focused on tech innovation and a strong creative approach. 3M, TIAA, Vail Resorts, Royal Caribbean, ResMed

Freelance Associate Creative Director/Writer (November 2012 – January 2016)

*Creative gun-for-hire, creating ideas that sold to clients and made a difference.
Weber Shandwick, Quantasy, BBH, Dailey, Maker*

Senior Creative, Branded Content, Break Media (Later DEFY Media) (April 2013 – Jan 2014)

*Led branded video content, everything from short form social video to multi-episode webseries.
Ford Fiesta, Scion, Vitamin Water, Doritos, Sour Patch Kids Gum, ScreenJunkies, Gas-X*

Integrated Copywriter, Deutsch LA (February 2010 – November 2012)

*Launched products, created campaigns, wrote for all media (Interactive, TV, Radio, OOH, etc)
PlayStation, Dr Pepper, Snapple, Crush, CiCi's Pizza, Kettle Brand chips*

Interactive Copywriter, Tribal DDB (May 2007 – January 2010)

*Wrote and conceived interactive advertising campaigns for a huge variety of clients.
Guinness, Baileys, Jose Cuervo, Smirnoff Ice, Ketel One, Philips, Clean & Clear, SyFy rebrand*

Interactive Copywriter, MRM Worldwide (June 2006 – May 2007)

*Wrote and conceived interactive advertising, display media, social media, websites, email
Wendy's, Nikon, Exxon-Mobil, Kohl's*

Education:

B.A.(Honors) Film Studies, Queen's University in Kingston, ON - 2006