

JASON PICKAR

Creative Director | Writer | Freestyle MC

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Creative Director who builds high-performing creative teams that make work to impact culture. Deep experience in brand collaborations, cultural partnerships and campaigns that drive app downloads and product sellouts.

EXPERIENCE

Vice President, Director of Creative

Digitas and Publicis/PubCrew | April 2021—December 2024

Led owned channel creative (app, web, CRM) for McDonald's cultural relevance and core food campaigns—from record-breaking Travis Scott Meal through sold-out Grinch Meal and dozens of launches in between (including MyMcDonald's Rewards). Integrated AI tools to enhance creative workflows and production efficiency. Pitched and led creative development for DICK'S Sporting Goods ScoreCard loyalty program relaunch over two years, building campaign strategy and winning client buy-in. Led social for Kellanova brands. Built and mentored creative teams into senior roles.

Associate Creative Director

Digitas Seattle | October 2018—April 2021

Led creative on brand strategy and product messaging for T-Mobile for Business.

Creative Consultant

April 2018—October 2018

Brand voice definition and tech innovation integration. Conan, Pioneer Square Labs.

Associate Creative Director

Weber Shandwick/MediaCo/Creation | January 2016—April 2018

Led creative on tech innovation campaigns. 3M, TIAA, Vail Resorts, Royal Caribbean, ResMed.

Earlier Roles

2006—2016

Creative across agencies and in-house branded content. Freelance Associate Creative Director/Writer (Weber Shandwick, Quantasy, BBH, Dailey, Maker). Senior Creative, Branded Content (Break Media/DEFY Media). Integrated Copywriter (Deutsch LA: PlayStation, Dr Pepper). Interactive Copywriter (Tribal DDB: Guinness, Baileys, Jose Cuervo; MRM Worldwide: Wendy's, Nikon).

EDUCATION

Creative MBA | Cannes Lions School, 2024

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