

JASON PICKAR

Creative Director | Writer | Freestyle MC

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Heart of a comedian, brain of a strategist. I lead teams making work that impacts culture. McDonald's. DICK'S. Kellanova. Twenty years turning commerce into culture, a decade leading creative teams.

EXPERIENCE

Creative Director — Digitas/PubCrew | April 2021 – December 2025 | Seattle, WA

Led owned channel creative (app, web, email, push) for McDonald's cultural relevance and entertainment partnerships. Turned transactions into culture—Travis Scott Meal, Grimace Birthday (1B TikTok views), Minecraft Movie (100% sellout), WcDonald's anime (+24% McNuggets sales), Disney Happy Meals, Pokémon Go/TCG Pocket. Built and mentored creative teams. Pitched and won DICK'S Sporting Goods ScoreCard. Led social for Kellanova (Pop-Tarts, Rice Krispies Treats, Nutri-Grain).

Associate Creative Director — Digitas | October 2018 – April 2021 | Seattle, WA

Led creative for T-Mobile for Business—owned social, executive mailers, webinars, B2B campaigns. Translated the promise of 5G into business narratives for enterprise audiences.

Associate Creative Director — Weber Shandwick/Mediaco | January 2016 – April 2018 | Los Angeles, CA

Led creative on tech innovation campaigns for 3M, TIAA, Vail Resorts, Royal Caribbean, ResMed. Partnered with PR and earned media teams to create work that drove coverage and engagement.

Senior Creative, Branded Content — Break Media/DEFY Media | April 2013 – January 2014 | Los Angeles, CA

Created branded content partnerships for Break, MadeMan and Screen Junkies. Balanced editorial voice with sponsor objectives.

Integrated Copywriter — Deutsch LA | January 2010 – October 2012 | Los Angeles, CA

PlayStation and Dr Pepper. Developed Dr Pepper's Marvel partnership work for Avengers and Thor. Created and led LittleBigPlanet 2's 50-hour livestream that broke seven Guinness World Records.

Interactive Copywriter — Tribal DDB | May 2007 – January 2010 | New York, NY

Digital campaigns for Diageo (Guinness, Baileys, Jose Cuervo, Smirnoff Ice), Philips (Bodygroom), Johnson & Johnson (Neutrogena, Clean & Clear, Lubriderm).

Interactive Copywriter — MRM Worldwide | June 2006 – May 2007 | New York, NY

Digital campaigns for Wendy's and Nikon.

EDUCATION

Creative MBA — Cannes Lions School, 2024

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

ALSO

25 years freestyle rap and improv. Monthly show: Boom Bap at CSz Seattle. I bring "yes, and" to everything.