

Kevin McCarthy

CREATIVE DIRECTOR

Los Angeles

kmac1206@gmail.com

310 463 3328 mobile

Experience

Creative Director

Los Angeles

Jan 2015 - Feb 2018

Quigley Simpson

Primarily responsible for creating 360° campaigns, and supervising teams, on both the United Explorer Card and Marriott Rewards Card from Chase that generated over 50,000 new cardholders a month.

I managed and directed ambitious content shoots in various worldwide locations that built a library of stills, video, and 360 video for ongoing campaign efforts in social and traditional channels.

My work for Sutter Health grew from a small assignment to a well recognized brand campaign in outdoor and digital.

My leadership and ideas were also key on various other accounts including SCE, Metropolitan Water District and new business pitches.

Creative Director

Los Angeles

Aug 2011 - Mar 2014

DDB LA

I led and created campaigns for Wells Fargo, managing multiple teams and was responsible for all consumer facing work from in-bank retail to TV campaigns. During my time on the account, Wells Fargo rose from a regional bank to a national brand regarded as one of the most valuable in the country.

Group Creative Director

Los Angeles
1997 - 2011

DDB LA

Creative lead on numerous award-winning campaigns for Activision, as well as Wells Fargo, Heal the Bay, Bright Now Dental, Full Tilt Poker, Los Angeles Times and Bugle Boy Clothing

Art Director, Associate Creative Director

1987 - 1997

PhilipsRamsey, Chiat/Day,
SteinRobaireHelm, Ketchum

Education

Graphic Communication, Television and Film

San Diego State University

Clients

United Explorer Card
Marriott Rewards Credit Card
Sutter Health
Wells Fargo
Activision
Nissan
Acura
PacifiCare
Bugle Boy
Lynx Golf Clubs
Los Angeles Times
Giro Helmets
Roland Musical instruments
Full Tilt Poker
Heal the Bay
Big Brothers
Los Angeles Film Festival
Hollywood Park
Las Vegas Hilton
California Public Utilities Commission
Metropolitan Water District
Performances Magazine
KROQ
Wende Museum

Contact

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