Pat McGuire

WRITER/CREATIVE DIRECTOR

New York, NY

pat1009@gmail.com
917-880-5000 mobile

Pat McGuire is a hands-on Writer/Creative Director who loves to write, concept and is no stranger to leading and mentoring creative teams both big and small. Her experience spans across all digital and offline platforms with a heavy emphasis on telecommunications, financial services, technology, and retail. She is also a quick study who can master the most complex accounts.

Her work has been honored with a Clio as well as Effies, International Echo Awards, Telly and Caples Awards.

Experience

Creative Director/Writer

Geometry Global

New York, NY
May 2013 - Present

Digital and direct response for Liberty Mutual Insurance, American Express, Capital One, Fidelity Investments, Vodafone, and Starlight Children's Foundation.

Freelance

Digital Writer/Creative Director

New York, NY
Dec 2011 - May 2013

Wunderman, Digitas, Launchpad Advertising, Rivet Global, Thomson Reuters and Reuters Media.

Site builds and content development, emails, online videos, banners, collateral, direct mail, blogs and marketing collateral for the following clients: Cablevision (Optimum), Citi, TIAA-CREF, CenturyLink, USPS, Vanguard Investments, Jambu Shoes, Capital Access Network, Conde Nast (VOGUE and Glamour), and NYC Dept. of Health.

Sr. Partner, Group Creative Director

OgilvyOne

New York, NY
Apr 2011 - Oct 2011

B2B digital and direct marketing for UPS and Time Warner Cable Business Class.
(Banners, landing pages, micro sites, content management, direct mail and social media.)

SVP, Group Creative Director

Draftfcb

New York, NY
Nov 1988 - Apr 2011

Started as a Copywriter and rose through the ranks to SVP, Group Creative Director. For 12 years ran the creative group for Verizon, the agency's largest account.

In addition to very heavy telecommunications experience, I have worked on a wide range of accounts including Chase, Citibank, HP, DIRECTV, HBO, Rogaine, UNICEF, Sears, Target, Fidelity Investments, Avon, Primerica, AARP/UnitedHealthcare, British Airways, Cunard Cruise Lines, Harrah's Casino and American Express.

Education

B.A./English & French

Colgate University

Hamilton, NY
Sep - May

New section

AWARDS

Clio
Echo
Effie
Caples
Telly

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