

SEAN McLAUGHLIN
Creative Director / Writer
lugree @yahoo.com

W+K NYC. 2010-present

DIGITALLY INTEGRATED CREATIVE

Responsibilities and highlights: Helping pitch and manage the \$40 million Nokia North America account as well as developing subsequent creative; helping launch ESPN's "It's Not Crazy, It's Sports" campaign; crafting debut work for the Wieden + Kennedy, New York and Target partnership; and contributing to the agency's Heineken win.

Additional accounts include: various ESPN properties, Cooper-Hewitt Design Museum, Chrysler, new business.

ANOMALY, NYC. 2007-2010

DIGITALLY INTEGRATED ACD

Responsibilities and highlights: Helped concept, pitch, and develop the Diesel "Be Stupid" campaign, which won Grand Prix at Cannes; helped pitch and win Converse, where I was a lead writer on both online and offline endeavors; helped develop and manage the Virgin America account, the most successful U.S. airline launch in history; and mentored junior teams.

Additional accounts included: Motorola, Coke, Jawbone Earwear, new business.

JWT, NYC. 1999-2007

ACD

Responsibilities and highlights: Developed fully integrated, award-winning work for the Domino's Pizza account; developed launch work as the lead writer on L.L. Bean; supervised junior creatives on a variety of accounts.

Additional accounts included: Lipton Brands, Smirnoff, Rolex, and new business.

SQUARE ONE, DALLAS, TX. 1998-1999

SENIOR WRITER

Highlights: Developed creative in conjunction with Fallon, Minneapolis for Miller Lite; pitched and won the Whataburger account.

RICHARDS GROUP, DALLAS, TX. 1997-1998

WRITER

Highlights: Getting a job in the first place. Damn, that portfolio was stinky. Accounts included: Chick-fil-A, DFW Airport, Nature Valley, Home Depot, Dallas Museum of Art.

AWARDS:

Grand Prix at Cannes, One Show (including multiple silver and gold), D&AD (silver), CA, Clios (gold), an Emmy nomination, and my work is part of MoMA's permanent collection.