

# J. MICHAEL SOUTHWORTH

New York, NY | Los Angeles, CA  
917.496.8644 | michael.southworth@gmail.com  
www.michaelsouthworth.com | www.michaelsouthworth.com/nike-cds

## EXECUTIVE SUMMARY

### AWARD-WINNING CREATIVE DIRECTOR WITH OVER 17 YEARS OF EXPERIENCE CONCEIVING AND PRODUCING WORLD-CLASS INNOVATIVE CAMPAIGNS AND EXPERIENCES FOR ICONIC BRANDS, CATEGORY LEADERS AND MODERN MEDIA COMPANIES

- Led Special Projects at Courageous, WarnerMedia's brand studio and in-house marketing team responsible for successfully integrating advertising partners with WarnerMedia's content, talent, and IP developing hundreds of winning pitches, campaigns, films and activations.
- Empathetic and inspiring creative leader building trusted cross-functional teams driving value for partners, and loyalty from fans.
- Proven ability to develop both big on-trend brand ideas and stories, as well as premium tactical solutions across genres and platforms.
- Flexible omni-channel expert in audio & video, digital & interactive, mobile, social, print, experiential, AR/VR, and emerging technologies.

## SELECTED EXPERIENCE

### AMAZON | THE CLIMATE PLEDGE

New York, NY; Los Angeles, CA

#### Creative Director | Brand Strategy, Content Partnerships, Events & Experiences • Contractor

07/2021 – Present

- Conceived and executed brand creative, films, and multi-platform experiences for The Climate Pledge and Sustainability Leadership at SXSW, Miami Formula 1, and UN GA converting Fortune 100 Brands and C-Suite decisionmakers into signatories with 300% YOY growth.
- Managing interdisciplinary teams creating compelling audio/video, print, social, digital, experiential campaigns for Tier 1 global brands.

### WARNERMEDIA

New York, NY

#### Creative Director | Director of Special Projects, Ad Sales and Content Partnerships

01/2017 – 06/2021

- Senior Leader at WarnerMedia's brand studio, Courageous, spearheaded growth from a start-up to 75 staff, \$100+ million in annual revenue
- Built and led Special Projects, a cross-functional team collaborating with Sales, Solutions, Marketing, PR, Legal and Creative to ideate and execute convergent campaigns, prestige activations, and brand partnerships across the WarnerMedia portfolio (CNN, TBS, TNT, HBO, WarnerBros).
- Wrote and directed dozens of award-winning multi-platform integrated campaigns including, Volvo "Racing The Sun" (Murray) a 360° 4K VR Live Stream to 8.6 million viewers, P&G "The Words Matter" (Silver Lion), Hulu's The Handmaid's Tale "Shape of History" (Eventex Gold).
- Led brainstorming, developed strategy, honed client marketing proposals in response to RFPs for hundreds of multi-media cross-platform campaigns for Tier 1 marketers like Amex, Asics, P&G, Reebok resulting in 200+ creative marketing awards and \$500 million in ad dollars.
- Deployed AT&T and WarnerMedia audience data, insights, analytics, and distribution to deliver culturally relevant marketing campaigns, delivering value for partners and delighting fans resulting in 64% renewals and #1 ranking among brand studios by Advertiser Perceptions.
- Mentored talent including eight direct reports (50+ contract), managed relationships with senior stakeholders, educated partners.
- Hired and supervised creative teams, production vendors, film crews. Ensured on-time, on-budget delivery and provided final creative approvals.

### CNN | TURNER BROADCASTING

New York, NY

#### Creative Director

01/2016 – 01/2017

- Crafted strategy and video assets supporting Ad Sales & Marketplace Image at CNN Experience, Turner Upfronts, Agency and Client Roadshows.
- Created Land Rover x Bourdain Partnership, Projection Mapped the Empire State Building, Won Turner its first Cannes Lion, Evolved Ad Products.

### OGILVY

New York, NY

#### Creative

01/2014 – 01/2016

- New business Creative, pitched and executed partnerships with Aetna, Amex, Coca-Cola, IBM, NASCAR, UPS, Olympics Campaigns for BP.
- Member of core Coca-Cola team during global creative review with "Share A Coke" campaign, successfully retained the prestigious account.

### VARIOUS PRODUCTION COMPANIES

New York, NY, Los Angeles, CA

#### Commercial, Film, Video, Live & Experiential Director

01/2011 – 01/2016

- Executed national and global commercials, digital, social, branded content, experiences for AT&T, Chevy, Delta, Disney, ESPN, HBO, Marriott.
- Directed premier athletes such as Marcus Mariota, Michael Phelps, Derek Jeter, DeAndre Jordan, and Kevin Love, alongside A-list comedians, celebrity chefs, renowned journalists, and iconic business leaders.
- Created digital comedy series "Inside Joke" at MTV, won SHOOT New Directors Showcase and Best Web Series at Hollyshorts Film Festival.

### CREW CUTS FILM & TAPE

New York, NY

#### Film Editor | Motion Graphics Artist

05/2006 – 07/2013

- Mastered film editing and post-production while developing relationships with top agency and studio creatives, producers, directors, vendors.
- Super Bowl spots for Ford, Microsoft, Bud Light. GE Beijing Olympics Installations. Amex, Chevy, Gillette, L'Oreal, Olay, Puma, Visa, Toyota.
- Clients included: BBDO, Grey, JWT, McCann, Publicis, TBWA\CHIAT\DAY, Ogilvy, VMLY&R. Editor for Saturday Night Live Film Unit 2008-2012.

## AWARDS

Cannes Lions • Edward R. Murrow for Journalistic Excellence • One Show • Webby • CLIO Awards • AICP / AICP Next • PromaxBDA Awards • Shorty Awards • Innovation SABRE Awards • Eventex Awards • GLAAD Media • Anthem Awards • SHOOT New Directors Showcase • More...

## SKILLS

Creative Direction • Narrative Crafting & Storytelling - Branding • Cross-functional Team Leadership • Client Relationship Management - Copywriting & Message Development • Digital & Traditional Advertising - Film & Video Production and Post-Production - Social Media Marketing • Events & Experiential Marketing • Inclusive & Diverse Collaboration

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere) • Keynote • Figma • Final Cut Pro • Davinci Resolve • Cinema 4D • AR/VR

## EDUCATION

UNIVERSITY OF PENNSYLVANIA, Visual Studies, June 2005, Philadelphia, PA

**Focus Areas:** Visual Arts, Digital Media, Mass Media & Communications, Advertising Management, Philosophy of Mind, Psychology of Perception