# Jason Langdon

Creative Director

**Goal:** To lead a team to breakthrough creative solutions that deliver extraordinary results

## Work Experience

**Freelance** *Creative Director 01/2020—present*

Lead creative teams for agencies as well as direct clients

* Directed creative on over $1M in television production
* Created holistic campaign that increased reporting of stray cats over 4,000%
* Assembled 4 creative teams for clients’ specific needs

**Empower** *Creative Director 09/2019—01/2020*

Crafted highly-effective holistic campaigns

* Mastered coordination of over 15 consumer touchpoints including digital, social, out-of-home, TV, radio and print

**Northlich** *Creative Director 01/2018—09/2019*

Modernized agency as Head of Art partnered with Head of Copy

* Created over 20 films using live-action, 2D and 3D animation, stop-motion, hidden camera, aerial, and forced-perspective techniques
* Managed 5 direct reports across 12 accounts

**POSSIBLE** *Creative Director 09/2007—08/2017*

* Led creative on $2M account, resulting in 10% YOY growth in a shrinking product category
* Trail-blazed social media creative for Fortune 10 client, delivering CPMs as low as $0.06 due to highly appealing, relevant content
* Promoted to Head of 30-person Design Studio
* Managed 12 direct reports including art directors, writers and designers
* Won 2 National Addy Awards, shortlisted for a Webby

## Education

**University of Cincinnati**   
School of Design, Art, Architecture and Planning  
Bachelor of Science in Design  
*1991—1996*

## Contact

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## Skills

Creative Strategy

Leadership

Employee Management

Client Relations

Vendor Management

Art Direction

Copy Direction

Conceptual Thinking

Omni-channel Marketing

Print Production

Film Production

Digital Production

Social Media Management

Attention to Detail

The Art of Presenting

Storytelling

Communication

Composure

Proactive Behavior

Conflict Resolution

Branding

Design Thinking

Adobe Creative Suite

Figma and Sketch

Microsoft Office