

James Murphy

Executive Creative Director

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Award-winning strategic creative director with proven success driving brand awareness and business growth through innovative integrated insights driven campaigns. Establishes a cohesive creative vision, efficient processes, and concrete paths to professional growth to engage and develop cross-disciplinary teams.

Professional Experience

FRACTIONAL EXECUTIVE CREATIVE DIRECTOR • SuperDigital • 2023 – 2024

Reorganized and optimized the Creative Dept of a thriving social agency. Clients include Microsoft, Xbox, Welch's, Flavortown.

- Successfully restructured the Creative department, introducing two key verticals focused on new business and brand development, directly leading to two major new business wins.
- Collaborated with department heads to streamline workflows and optimize team resource allocation.
- Oversaw the launch of a new website, case studies and 300+ pieces of content.
- Mentored and coached Creative Leadership.

VP EXECUTIVE CREATIVE DIRECTOR • Northwestern Mutual • 2017 – 2023

Built and developed an award winning brand side creative department of 40+, guiding the brand's modernization and evolution in collaboration with executive leadership.

- Reignited brand awareness by launching four 360 campaigns in 5 years and repurposing the brand's customer-facing website increased digital engagement by over 650%.
- Created an in-house video and content function, producing over 800 videos within one year.
- Led the creation of multiple innovative digital and social campaigns, earning two high-profile industry awards in 2022.
- Created and implemented Brand Guidelines.

EXECUTIVE CREATIVE DIRECTOR • RGA • 2013 – 2016

Partnered with global agency and business partners as the creative lead of the Conceptual Campaign Group, devising and executing innovative campaigns for internationally-recognized brands. Led the Samsung business.

- Built the division's production system and artistic vision, enabling the growth of cross-disciplinary teams through strategic collaboration.
- Generated new business in collaboration with the Sydney, San Francisco, and Chicago offices, winning 7 pitches in one year.
- Spearheaded the fully-immersive Volvo Reality experience, partnering with Google to create a custom VR headset at scale and promote the launch in the XC90 hybrid SUV.
- Established the process for digital asset production for the Samsung business.

Education

Bachelor of Fine Arts, Communication Design • Pratt Institute

Core Expertise

Creative Leadership

Art Direction

Team Building and Development

Executive Presentations

New Business Acquisition

360 Campaign Leadership

Organizational Development

Strategic Partnerships

Creative Operations

Strategy

Key Clients

Volvo

Samsung

Google

Pepsi

Xbox

Northwestern Mutual

Super Digital

Jim Beam

Hellman's

Micorsoft

Sauza

Heineken

Select Awards & Recognition

AVA Gold Award – "Museum of Recent History",
Northwestern Mutual

Grand Clio – "Together We Rise", Samsung

Cannes Silver – "Volvo Reality", Volvo

One Show Pencil – "Tweet Wrap", Samsung

Webby – "The Extra Hour", Pepsi Next