



## PHILIP MCAVOY

248.514.5199

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philipmcavoy.com

 philipmcavoy

## QUALIFICATIONS SUMMARY

I'm a creative hybrid. An old school art director who grew into a new school creative director, UX design lead, content specialist, social media guru and college professor. A hard-working big idea guy, 30+ year ad veteran with a wide range of experience at small and large global agencies and a big box full of awards to prove it.

## CORE COMPETENCIES & SKILLS

- Creative Direction
- Creative Strategy
- Art Direction
- Copywriting
- Product Design – IA / UX / UI (Usability Research, Competitive Analyses, Persona Development, Sitemaps, Wireframes, Design, Prototype & Testing)
- Team Management
- Department Management
- Content Strategy
- Digital Design
- Website Design
- Social & Digital Brand Development
- Social Media (Facebook, Instagram, Twitter, Pinterest, YouTube & Tumblr)
- Content Creation (Brand Campaigns, Videos, Cinemagraphs & Animations)
- iPhone/iPad Apps
- Mobile Websites & Responsive Design
- Digital (Websites, Microsites, Blogs, OLAs & Email Marketing)
- Digital CRM (Social, OLA & Email Campaigns)
- Branding (Logos, Business Cards, Letterhead & Email Signature Design)
- Infographics
- Broadcast (National & Retail)
- Print (Magazine & News Paper)
- Outdoor
- Direct Mail
- Direct Response
- Experiential
- Trade Shows
- POS
- Packaging
- Creative Team Mentoring & Training
- New Business Pitches



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## PROFESSIONAL EXPERIENCE

**Assistant Professor.** College for Creative Studies (CCS), Detroit, MI.  
2018 to Present

Full-time faculty member in the Advertising Department for Undergraduate Studies with a focus on Art Direction, Copywriting, Strategy and Storytelling in Design, Digital, Film, Social, Mobile, UX/UI, Content, and Campaign Development.

**Chief Creative Officer.** P-MAC Labs, Huntington Woods, MI.  
1995 to Present

### Key Accomplishments:

- + Responsible for new business, creative direction and strategic creative development for all agency accounts.
- + Develop and Manage social, digital, branding, mobile creative solutions and budgets.

**Client Accounts:** Advaita Bio, agencyQ, American Equity Mortgage, Barkingdog Studios, BERLINE, BioVigil, Blue Harbor Resort, Bombardier, chasemcavoy.com, Comcast, bumpercrop.com, Cranbrook Realtors, Doner, Data Sales Science, DP+Company, Food Gatherers, Functional Rehabilitation, Jetheat, JohnnyMAC, Managed Healthcare Resources (MHR), Meller Marketing, Michigan First Credit Union, The Mitt, Nicole McAvoy – Luxe Homes / Dobi, The Nelson Companies, The ROY, ove.com, Panini Cafe, Proper Lock, Property Solutions Plus, RapidBio, Revel & Roll, ripple science, Salon Clique, Salon Hiro, SALTA, ScitoVation, Sapienza Custom Homes, Smart Money Financial, Tarman & Co., Ulmer, Vince & Joe's, Walsh College and Washington State Bar Assoc. (WSBA).

**Interim Department Chair.** College for Creative Studies (CCS), Detroit, MI.  
2021 to 2023

Interim Department Chair of the Advertising Department for Undergraduate Studies. Responsible for development and implementation of short- and long-term goals for the department, mentoring all Advertising students, manage department administration and budget, grow in-dustry relations, steward the departments curriculum, assist in new student recruitment, help place graduates and interns in advertising industry, supervise and hire full-time and adjunct faculty, and facilitate department internships, study abroad and independent studies.



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**Partner // Co-CCO.** JohnnyMAC Studios, Detroit, MI.  
2017 to Present

Co-Responsible for new business, creative direction and strategic creative development for the photography and design house aimed at the Real Estate market.

**Freelance Design // UX Lead.** agencyQ, Washington, DC.  
2016 to 2018

**Client Accounts:** agencyQ, Ulmer and Washington State Bar Assoc. (WSBA).

**Adjunct Faculty.** College for Creative Studies (CCS), Detroit, MI.  
2017

Instruction in advertising, digital, social, mobile and content creative development for DAD 460 Senior Portfolio Studio.

**VP // Creative Director.** Carbon Media, Bingham Farms, MI.  
2017

As the VP/Creative Director at Carbon Media I guided and mentored the internal creative team of UX designers, digital designers and content developers. I was responsible for creative direction and strategic creative development for all agency core sites/brands, accounts and projects.

**Core Sites/Brands:**

/ actionhub.com / agdaily.com / carbontv.com / outdoorhub.com /

**Client Accounts:** ActionHub, AGDAILY, Cabela's, Carbon Threads, Carbon Media group, CarbonTV, Chevrolet, OutdoorHub, SilencerCo and Swell Info.

**Creative Director.** MXM (Meredith Xcelerated Marketing), Washington, DC.  
2013 to 2016

**Key Accomplishments:**

+ Responsible for the day-to-day creative direction, art direction and strategic creative development for award-winning creative team across all agency accounts.





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- + Created and managed award-winning social and digital campaigns for FDA (The Real Cost), National Association of Realtors (NAR), LAVAZZA and Beiersdorf (Aquaphor, Eucerin, NIVEA & NIVEA MEN).
- + Executed award winning social campaigns including the Jeep Times of Your Life Campaign, Fatchance 2.0, Real People Real Trucks and Imported from Detroit.
- + Serves on MXM's Director Committee
- + Worked with account and strategy teams on the development of creative campaigns for new business proposals for new and existing clients.

**Client Accounts:** Aquaphor, AMC, Barilla, Bayer, Beiersdorf, Better Homes & Gardens (BHG), Bowl Championship Series (BCS), Diageo Chateau & Estate Wine, Eucerin, Fandango, FDA (The Real Cost), FINISH, Hallmark, H-E-B, Johnson & Johnson, Johnson Controls (JCI), Kellogg's, KIA, LAVAZZA, Lowe's, Marriott, MXM, NAR/HouseLogic, National Milk Producers Federation (Real Seal), National Press Foundation (NPF), NBC, NIVEA, NIVEA MEN, NEA, Radius, Samsung, Stride Rite, Sundance, SyFy, Taubman, Time Warner Cable Business Class (TWCBC) and WASA.

**Creative Director.** NMS (New Media Strategies), Washington, DC.  
2011 to 2013

### Key Accomplishments:

- + Responsible for the day-to-day creative direction, art direction and strategic creative development for award-winning creative team across all agency accounts.
- + Created and managed award-winning social and digital campaigns for FDA (The Real Cost), National Association of Realtors (NAR), LAVAZZA and Beiersdorf (Aquaphor, Eucerin, NIVEA & NIVEA MEN).
- + Executed award winning social campaigns including the Jeep Times of Your Life Campaign, Fatchance 2.0, Real People Real Trucks and Imported from Detroit.
- + Serves on NMS's Director Committee
- + Worked with account and strategy teams on the development of creative campaigns for new business proposals for new and existing clients.



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**Client Accounts:** ABC, ACCCE (Clean Coal), Auto Week, Barilla, BCS (Bowl Championship Series), Beiersdorf (Aquaphor, Eucerin, NIVEA & NIVEA for Men), BHG Live Better, Chrysler, CompTIA, Disney, Diageo (The Wine Bar), Dodge, FDA – The Real Cost, FIAT, FTD, Full Metal Jousting & Shark Wranglers), Gerber, Golf Channel, H-E-B, H2 (Ancient Aliens & Code Crackers), History Channel (Hatfields & McCoys), Honda, IFRANA, Jabot Cosmetics, Jeep, Kirkland's, LifeTime Networks (Dance Moms & Dance Moms Miami), LIVESTRONG, Lowe's, Mopar, MXM, NFLPA (NFL Players Association), NFIB (Stop the Hit), NMS, Ram, Saucony, Snikiddy Snacks, Stride Rite, TWCBC (Time Warner Cable Business Class), VA Victory 2012 and WASA.

**Digital Creative Director.** PUSH 22, Pontiac, MI.  
2010 to 2011

### Key Accomplishments:

- + Co-Managed the agency creative team of art directors and designs across all agencies accounts.
- + Pitched, won and rebranded The Original Gabriel shocks digital, social, print, poster, SEMA event booth, CRM campaign and catalog design in thirty days.

**Client Accounts:** boocoo, BASF, Breakfree, Champion, Covisint, Dassault Systèmes, DELMIA, Faurecia, Gabriel, Key Plastics, OSRAM, Plum Hollow Country Club, Wolverine Advanced Materials, and Wittock Supply.

**Digital Creative Director.** BERLINE, Royal Oak, MI.  
2006 to 2010

### Key Accomplishments:

- + Part of director team that launched and manage digital and social side of the agency.
- + Responsible for digital creative direction and strategic creative development across all agency accounts and new business.
- + Created award-winning work for Michigan State Fair, and Detroit Convention and Visitors Bureau.

**Client Accounts:** AAA, Art Van Furniture, Bagger Dave's, berline.com, Buffalo Wild Wings, Chamco Auto, Campus Martius Park Detroit, Comau, Comcast, Credit Union One, Detroit Convention and Visitors Bureau, Detroit Free Press, Detroit News, DTE Energy, Durr, Elder Auto Group, Elio Motors, Greektown Casino-Hotel, Human Capital Staffing, Huron-Clinton Metroparks,



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Jiffy Lube, Kelly Services, Kewadin Casino, Kolene, Lumber Jack, Michigan Credit Union League, Michigan Jobs and Energy Coalition, Michigan State Fair, Pentastar Aviation, Pulte Homes, Spiralock, The Second City, Total Health Care, Urban Apple Restaurant, Wendy's, Wireless Giant and Yaldo Eye Center.

**Freelance Art Director / Copywriter.** Doner, Southfield, MI.  
2006 to 2008

**Client Accounts:** American Equity Mortgage, Blue Harbor Resort, ove.com and bumpercrop.com.

**Freelance Associate Creative Director.** DP+, Farmington Hills, MI.  
2006

**Client Accounts:** Comcast, Michigan Economic Development Commission, Mount Clemens General Hospital, and DP+ website.

**Senior Art Director.** BBDO Detroit, Troy, MI.  
1992 to 2006

**Client Accounts:** Dodge National Advertising, Chrysler National Advertising, Jeep National Advertising, Jeep International, Dodge International, Dodge Marketing Programs, Dodge Dealer Associations, Dodge Motor Sports, United Way, and Canadian Club.

**Account Executive.** Lintas: Marketing Communications, Warren, MI.  
1992

Worked on Debartolo Account. Responsible for billing, client relations and creative approval.

**Intern/Creative Department.** Lintas: Campbell-Ewald, Warren, MI.  
1992

Worked on creative assignments as an Art Director/Copywriter.

**Freelance Art Director/Copywriter.** Robert Solomon & Associates.  
1992

**Client Accounts:** 7-11, Englander's and Cavanaugh.





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## EDUCATION

School of Visual Arts (SVA), New York, NY  
Additional classes in Visual Narrative.

College for Creative Studies (CCS), Detroit, MI  
Additional classes in Art Direction, Design, Copywriting, Photography  
and Fashion Design.

Michigan State University (MSU), East Lansing, MI  
Bachelor of Arts, Advertising with emphasis in Graphic Design.

## PROFESSIONAL HONORS AND AWARDS

Local AAF Addy Awards\*  
District AAF Addy Awards\*  
National AAF Addy Awards\*  
Adobe Design Achievement Award  
Creativity 26  
Synopsis Sports Media Awards  
Detroit Caddy Awards\*  
The D Show\*  
PR Newswire Earnies\*  
Effie Awards\*  
Facebook Studio Awards\*  
Folio: Eddie Awards  
Gannett Outdoor Creative Challenge  
Houston International Film Festival  
IAC Awards (Internet Advertising Competition)\*  
IMA Award  
International Automotive Advertising Awards\*  
London International Advertising Awards\*  
mim's Best of the Web Awards  
Mobius Awards\*  
New York International Festival\*  
Pollie Awards  
Social Media Icon Awards\*  
Travel Industry Association Odyssey Awards  
W3 Award

\*Multiple Awards



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## STUDENT AWARDS

**TOTAL AWARDS: 128**

Short List: 22

Merit Awards: 17

Silver Awards: 44

Gold Awards: 24

Black D Award: 3

Best of Category: 3

Best of Show: 9

Judges Choice Awards: 3

Communication Arts Advertising Annual: 2

Adobe Design Achievement Award: 1

## / 2024

### 2024 D SHOW AWARDS

#### Nominees:

In Her Head, ZocDoc – Social

Real Moonshine History, Ole Smoky Moonshine – Video

For Love. For Life. For Loss., 1-800-FLOWERS – Video

Orange Odyssey, Trader Joe's – Video

### LOCAL FLINT AAF 2024 ADDY AWARDS

#### Student Best of Show:

Orange Odyssey, Trader Joe's – Advertising / Film, Video & Sound / Animation or Special Effects

#### Student Judges Choice Awards:

Real Moonshine History, Ole Smoky Moonshine – Film, Video & Sound / Television Advertising - Campaign

Lego-fy It, Lego – Integrated Advertising / Consumer - Campaign

#### Student Gold ADDY Award:

Orange Odyssey, Trader Joe's – Advertising / Film, Video & Sound / Animation or Special Effects

Real Moonshine History, Ole Smoky Moonshine – Film, Video & Sound / Television Advertising - Campaign

#### Student Silver ADDY Award:

Lego-fy It, Lego – Integrated Advertising / Consumer - Campaign

In Her Head, ZocDoc – Online/Interactive / Social Media - Campaign

Get A Head, Diablo – Integrated Advertising / Consumer - Campaign





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**/ 2023**

**2023 D SHOW AWARDS**

**Silver D:**

Make a Difference with GoodPurpose, Goodwill – Integrated Campaign  
 Tape Me Back, Scotch Tape – Integrated Campaign  
 Imagine Something Wonderful, Adobe – Video

**Short List:**

Make a Difference with GoodPurpose, Goodwill – Integrated Campaign  
 Tape Me Back, Scotch Tape – Integrated Campaign  
 Imagine Something Wonderful, Adobe – Video

**THE ONE SHOW / YOUNG ONES ADC CUBE AWARDS**

**Young Ones ADC Short List:**

Tape Me Back, Scotch Tape – Integrated: Branding Campaign

**LOCAL WINNERS / AAF 2023 STUDENT ADDY AWARDS**

**Student Best of Show:**

Being a Woman is Easy, REI – Category of Television Advertising

**Judges Choice Awards:**

Tape Me Back, Scotch Tape – Category of Art Dirction

**Gold ADDY Award:**

Being a Woman is Easy, REI – Category of Television Advertising

Tape Me Back, Scotch Tape – Category of Art Dirction

**Silver ADDY Award:**

Find Bang & Olufsen, Bang & Olufsen – Category of Art Direction

B&O x Spotify, Bang & Olufsen – Category of Art Direction

FastPass, DoorDash – Category of Art Direction

**/ 2022**

**NATIONAL WINNERS / AAF 2022 STUDENT ADDY AWARDS**

**Gold ADDY Award:**

Imagine Something Wonderful, Adobe – Television Advertising / Branded Entertainment Single



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**DISTRICT 6 WINNERS / AAF 2022 STUDENT ADDY AWARDS**

**Gold ADDY Award:**

Imagine Something Wonderful, Adobe – Television Advertising / Branded Entertainment Single

Keeping it 100% BK Real, Burger King – Integrated Advertising Campaign / Consumer Campaign

**LOCAL WINNERS / AAF 2022 STUDENT ADDY AWARDS**

**Student Best of Show:**

Imagine Something Wonderful, Adobe – Television Advertising / Branded Entertainment Single

**Gold ADDY Award:**

Keeping it 100% BK Real, Burger King – Integrated Advertising Campaign / Consumer Campaign

Nano City, Patagonia – Integrated Advertising Campaign / Consumer Campaign

A Statement, Statement., Carhartt – Film, Video & Sound / Social Video Campaign

Love Triangle., Doritos – Film, Video & Sound / Branded Entertainment Single

**Silver ADDY Award:**

Human beings, Referee’s after., Nike – Film, Video & Sound / Branded Entertainment Single

360 Service., Sweetwater – Film, Video & Sound / Television Advertising Single

The Call, Tile – Film, Video & Sound - Branded Entertainment Single

The Fairy Tale’s Over., Burger King – Film, Video & Sound / Branded Entertainment Single

**THE ONE SHOW / YOUNG ONES AWARDS**

**Young Ones Briefs Short List:**

FastPass – DoorDash Brief / Mobile

Dash – DoorDash Brief / Integrated Campaign

Find Bang & Olufsen – Bang & Olufsen Brief / Integrated Campaign

Find Bang & Olufsen – Bang & Olufsen Brief / Digital Campaign

B&O x Spotify – Bang & Olufsen Brief / Integrated Campaign

**YOUNG ONES ADC CUBE AWARDS**

**Young Ones ADC Short List:**

GTFO Rides, Lyft – Advertising: Television / Film / Online Video

NanoCity, Patagonia – Integrated: Branding Campaign



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Love Triangle, Doritos – Advertising: Branded Content / Entertainment - Online

The Call, Tile – Advertising: Branded Content / Entertainment - Online

The Drive, Tile Advertising: Branded Content / Entertainment - Online

Never Lose Your \_\_\_\_\_, Tile – Advertising: Campaign

Never Lose Your \_\_\_\_\_, Tile – Advertising: Craft of Writing

PlayaMode, Playa Society – Integrated: Digital Campaign

**THE 2022 D SHOW AWARDS**

**Student BEST OF SHOW:**

Love Triangle, Doritos – Advertising: Branded Entertainment - Online

**Black D:**

Love Triangle, Doritos – Advertising: Branded Entertainment - Online

**Silver D:**

Never Lose Your \_\_\_\_\_, Tile – Advertising: Campaign

Find Bang & Olufsen, Bang & Olufsen – Integrated Campaign

**Merit Award:**

The Big Game, Tile – Advertising: Branded Entertainment - Online

The Drive, Tile Advertising: Branded Entertainment - Online

**COMMUNICATION ARTS ADVERTISING ANNUAL**

Find Bang & Olufsen, Bang & Olufsen – Integrated Campaign

Imagine Something Wonderful, Adobe – Television Advertising / Branded Entertainment Single

**/ 2021**

**NATIONAL WINNERS / AAF 2021 STUDENT ADDY AWARDS**

**Silver ADDY Award:**

Everything Sweats, Megababe – Online/Interactive / Social Media

#Imaginelf – Cross Platform / Integrated Campaign

**DISTRICT 6 WINNERS / AAF 2021 STUDENT ADDY AWARDS**

**Gold ADDY Award:**

DigiScouts, Girl Scouts – Online/Interactive / Integrated Campaign

Everything Sweats, Megababe – Online/Interactive / Social Media





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**Silver ADDY Award:**

Fear is Our Past, North Face – Print Advertising / Integrated Campaign  
 #Imaginelf – Cross Platform / Integrated Campaign

**LOCAL WINNERS / AAF 2021 STUDENT ADDY AWARDS**

**Student Best of Show:**

DigiScouts, Girl Scouts – Online/Interactive / Integrated Campaign

**Gold ADDY Award:**

DigiScouts, Girl Scouts – Online/Interactive / Integrated Campaign  
 Everything Sweats, Megababe – Online/Interactive / Social Media  
 Cleo: A Mental Health App – Online/Interactive / Apps  
 Visa Groups, Visa – Online/Interactive / Apps

**Silver ADDY Award:**

#Imaginelf – Cross Platform / Integrated Campaign  
 Joyride, Spotify – Cross Platform / Integrated Campaign  
 Stop Sweat in its Tracks, Megababe – Film & Video / Television Advertising  
 Fear is Our Past, North Face – Print Advertising / Integrated Campaign

**THE D SHOW AWARDS**

**Student BEST OF SHOW:**

#IMAGINEIF – Digital Campaign

**Black D:**

#IMAGINEIF – Digital Campaign

**Silver D:**

Dunkin' Dating, Dunkin' – Mobile App

**Merit Award:**

Everything Sweats, Megababe – Digital Film / Commercial  
 Twitch Together, Twitch – Digital Campaign  
 Screen Time Well Spent, Duolingo – Digital Film / Commercial

**THE NEW YORK FESTIVALS ADVERTISING AWARDS SHORT LIST**

The Fairy Tales Over, Burger King – Digital Film / Branded Entertainment



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**/ 2020**

**NATIONAL / AAF 2020 STUDENT ADDY AWARDS**

**Silver ADDY Award:**

Dunkin' Dating, Dunkin' – Online/Interactive

**DISTRICT / AAF 2020 STUDENT ADDY AWARDS**

**Gold ADDY Award:**

It's Your Game, Xenith – Cross Platform

**Silver ADDY Award:**

Dunkin' Dating, Dunkin' – Online/Interactive

**LOCAL / AAF 2020 STUDENT ADDY AWARDS**

**Student Best of Show:**

Imagination, LEGO – Film, Video & Sound

**Gold ADDY Award:**

Imagination, Lego – Film, Video & Sound

It's Your Game, Xenith – Cross Platform

Dunkin' Dating, Dunkin' – Online/Interactive

**Silver ADDY Award:**

Infection, Defense Soap – Online/Interactive

Fun Gus, Defense Soap – Film, Video, & Sound

Following George, Purell – Film, Video & Sound

**THE ONE SHOW / YOUNG ONES AWARDS**

**Silver Pencil:**

BK Firefight, Burger King – Mobile

**Merit:**

FEAR IS OUR PAST, The North Face – Video / Film

**YOUNG ONES ADC CUBE AWARDS**

**Bronze Cube:**

Imagination, LEGO – Advertising / Branded Content / Entertainment: Online

**Merit:**

FUN GUS, Defense Soap – Advertising / Television / Film / Online Video: Film



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**/ 2019**

### **THE D SHOW AWARDS**

#### **Best of Student Show:**

Kit – Mobile App

#### **Black D:**

Kit – Mobile App

#### **Silver D:**

Know the Difference, The New York Times – Digital Media Campaign

#### **Merit Award:**

Sugr Support, Diabetics – Mobile App

Made for the Earth, Method – Print Single

Presenting Made Simple, Prezpro – Mobile App

### **ADOBE DESIGN ACHIEVEMENT AWARDS**

#### **First-Ever Global Class of Top Talent:**

PREZPRO – Digital Products + Experiences

### **THE ONE SHOW / YOUNG ONES AWARDS**

#### **Silver Pencil:**

#Order666, Burger King – Mobile

#### **Merit:**

Know the Difference, The New York Times – Mobile

### **YOUNG ONES ADC CUBE AWARDS**

#### **Merit:**

Sprout, Plantable Pencils – Advertising / Press

### **DISTRICT / AAF STUDENT ADDY AWARDS**

#### **Gold ADDY Award:**

Customize Your Sole, Vans – Cross-Platform

### **LOCAL / AAF STUDENT ADDY AWARDS**

#### **Student Best of Show:**

Diva Cup – Print Campaign





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**Gold ADDY Award:**

Customize Your Sole, Vans – Cross-Platform  
 Diva Cup – Print Campaign

**Silver ADDY Award:**

Birthday, American Red Cross – Print Single  
 Made for the Earth, Method – Print Single  
 Made from the Earth, Method – Print Single  
 Slice & Share, Domino’s – Online/Interactive  
 MatchMe, MeUndies – Online/Interactive  
 Overcome Overdose, CVS – Online/Interactive  
 Prescription Swap, CVS – Online/Interactive  
 Band-Aid Bros, Band-Aid – Film, Video & Sound  
 The Ritual, Juicy Fruit – Film, Video & Sound

**/ 2018**

**THE ONE SHOW / YOUNG ONES AWARDS**

**Merit:**

Social Brief: Opioid Awareness / The Opioid Outlook – Integrated  
 Social Brief: Opioid Awareness / Overcome Overdose – Mobile

**THE D SHOW AWARDS**

**Silver D:**

Slice & Share, Dominos – Digital Media Campaign  
 Let Dad’s Change, Pampers – Digital Media Campaign  
 Customize Your Soul, Vans – Integrated Branding Campaign  
 Sprout, Plantable Pencils – Print Campaign

**Merit:**

Overcome Overdose, CVS – Digital Media Campaign  
 The Opioid Outlook, The Weather Channel – Digital Media Campaign  
 Match Me, Me Undies – Digital Media Campaign

**/ 2017**

**THE ONE SHOW / YOUNG ONES AWARDS**

**Merit:**

Social Brief: TOMS / World Emotion – Mobile



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## CLIENT LIST

Advaita Bio

BERLINE

BioVigil

[chasemcavoy.com](http://chasemcavoy.com)

Data Sales Science

Food Gatherers

JohnnyMAC

Nicole McAvoy – LUXE Homes / Dobi

The Mitt

Managed Healthcare Resources (MHR)

Meller Marketing

RapidBio

Revel & Roll

ripple science

SALTA

Sapienza Custom Homes

ScitoVation

The ROY

Tarman & Co.

Vince & Joe's



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## RECOMMENDATIONS

### CLIENTS / SPONSORED PROJECTS

**Amanda Holdan-Sinisi** / Head of Marketing, BioVigil

Philip McAvoy as BioVigil's design agency of record. I hired Philip immediately following my start in October, 2017. In this short time, I have been incredibly impressed with his ability to interpret what I want (this is no small task) and deliver high quality projects on or ahead of time while keeping the company's goals and needs top of mind. This is not a trait I have come across in many contractors. In the last two months, BioVigil's corporate image greatly improved, our assets tripled, and we are getting to launch an incredibly well-designed website. These activities build a stronger brand externally, and equally as important to an evolving start-up culture, internally. Philip's ability to partner, understand our fluid needs, offer suggestions and make a positive impact are invaluable. I highly recommend Philip in any design capacity. In a recent project, he worked well into the morning to make sure our CEO was happy with the investor brochure. This strong work ethic reflects his drive and desire to always meet or exceed expectations. Philip has a calm and professional attitude that makes working with him a pleasure. I would not hesitate to hire Philip full-time if our budget permitted.

**Brenda Meller** / Assistant Vice President Marketing, Walsh College

I hired Philip as a temporary contract worker who helped us with Graphic Design and Creative Direction. Philip is a great team player with an impressive book of work, exemplary design skills, and he works well both independently as well as with a group. I would highly recommend Philip for a Creative Director role. Great guy!

**Rick Rachner** / Founder/CEO, The Mitt

I had the opportunity to work with Philip McAvoy through my Senior Sponsored Studio project. Philip was the lead instructor at the College of Creative Studies. The entire process was very engaging, thought provoking, and extremely motivating as my project was visionary in nature. The team of students led by Philip did an excellent job and several of their concept are still being used today.

Shortly after the completion of the Senior Sponsored Studio portion of my project, I hired Philip to build out the website – [www.themitt.org](http://www.themitt.org). Philip provided me with great insight on the process. In fact, I feel very comfortable saying that he probably saved me several thousand dollars due to his expertise in this area. I would recommend McAvoy for any creative project.





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## STUDENTS

**AJ Randazzo** / Student, College for Creative Studies

Phil reminds me of the teacher in “Dead Poet’s Society.” Not only did he ignite my passion for advertising and help me break out of my shell by continuously challenging me to have fun with my work. He supported me when I went against the status quo—dropping out of school to pursue my ambitions outside of the classroom. I’m incredibly fortunate to have had Phil as a professor and more importantly, a mentor.

**Kayla Matthews** / Student, College for Creative Studies

Philip has been a professor and mentor of mine for the past two years, teaching five of my studio classes. The work I have made in these classes have been awarded a Judge’s Choice Award, a Gold Addy, a Silver D Show award and publication on Ads of the World.

Phil always comes to class with great energy and a mentality of “have fun with it”. When it comes to portfolio work, he always encourages everyone to go outside the box and to do the edgy thing or the outrageous thing which makes his classes so enjoyable. He has taught me that yes, brands have boundaries, but the most creative things come from exploring and poking near those boundaries.

Students are always encouraged to teach each other as well. Phil has created a space to critique and to encourage students to help one another, even if they aren’t partners on the same project. We are constantly learning from Phil and each other, allowing a truly diverse space for creating.

Philip McAvoy is successful when teaching conceptual creativity because he is able to adapt and take on a new understanding of perspective. He is encouraging, understanding, and overall a fabulous professor. After five classes, I am just as surprised as you that I am not sick of him yet. If I wasn’t graduating, I would be registering for another one of his classes next Fall.

**Juliana Rabban** / Student, College for Creative Studies

I have the privilege of knowing Phil for three years now. I am honored to provide my evaluation on his contributions to both the advertising department as a whole as well as my own personal entrepreneurial endeavors.

As a student in Phil’s classes, I have experienced his commitment in treating us students and his colleagues as his own friends and family. Doing so fosters a very genuine connectedness and a nurturing atmosphere that allows us students to collaboratively push creative boundaries and prepares us for the real world that lay ahead.



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Furthermore, Phil has demonstrated an extraordinary commitment to supporting my own path that goes against the norm in our department. His mentorship and adaptability have positively impacted my art business outside of school and I am grateful for the passion and commitment he has shown. It is truly a testament to his character and how his dedication to both the personal and professional growth of his students is a priority beyond what is expected of a professor.

I wholly support Phil's promotion to Assistant Professor. His exceptional charisma and dedication showcases how his value is crucial in the ongoing growth of the department.

### **Andrea Dunn** / Student, College for Creative Studies

Phil was a profound professor who I am grateful to of had. He had such a positive spirit, a cheerful smile every day and was very supportive of his students. His passion for advertising created an engaging, collaborative and inspiring learning environment that I would always look forward to participating in. Phil put in tons effort into our lessons and made it exciting to learn and grow. He was also very observant to when a student may be slacking and would always offer help to get us back on track.

Phil was not just a teacher but a mentor who was invested the success and future of his students. For example, he would invite industry professionals to sit in and give us advice and feedback to our work. It was extremely helpful and a great way for us to network and get our foot in the door. I can speak to this firsthand because I landed my first internship in one of Phil's classes which then turned into a full time position that I'm still in till this day.

In addition to this, Phil would always go the extra mile for his students. Whether it was acting in our commercials, lending out supplies, or being willing to give one on one feedback/critics at any time, he was always eager to do so. He gave us opportunities to work with real world clients and case studies in his classes which challenged up and helped us grow.

College can be a strange time, especially when you experience it though COVID but Phil never missed a beat. It was always reassuring to come to a class with Phil's bright attitude, exciting lessons and dad jokes. His classes were a perfect combination of structure, freedom, collaboration, and being able to mess up and not feel like it was the end of the world. I learned many skills and approaches that I will use throughout my career.

### **Sam Talanges** / Student, College for Creative Studies

As a senior majoring in the advertising design program, I have had the privilege of experiencing Phil's guidance and mentorship firsthand.



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Phil has consistently demonstrated an unwavering commitment to his students' success. From the beginning of my career as both a student and a designer, he has been such a source of inspiration, always pushes me to channel innovative ideas, and actively fosters an environment where students are motivated to excel and put their best foot forward. It is unmistakably clear that he values us not merely as students, but as individuals with unique aspirations and potential. Phil is not only committed to his student's academic growth, but also has a clear understanding of the industry and holds expertise in navigating the realities of the professional world, which is extremely valuable as graduation for many of his students is just around the corner.

What sets Phil apart is not just his dedication to individual students, but also his impact on the broader student body which was evident when Phil sat as department chair. Phil's ability to inspire and cultivate talent is evident in the positive influence he has on our creative community.

### **Julia St. Aubin** / Student, College for Creative Studies

Phil has always been there for our class. No matter when we needed feedback he responded in a timely matter and made sure to give us his all. This has been my favorite course I have taken in my four years here at CCS and I wish I had known about it sooner. Grades were ALWAYS in on time, typically same day. It is clear that Phil is knowledgeable in the subject and taught me a lot. Phil's feedback was always constructive and helped me improve my work. He placed an emphasis on creating "portfolio pieces" and I really do feel that stands true. The projects I completed throughout this course are some of my favorites. Phil is a phenomenal instructor and I am sad that I never had him before this year. I thoroughly enjoyed it and wish I had more opportunities to take classes with Phil McAvoy.

### **Kelli Valice** / Student, College for Creative Studies

100/100, one of the best professors I've had. You were extremely helpful throughout the project and are always there when we need help and advice. Thanks!

### **Lauren Flynn** / Student, College for Creative Studies

Philip is a great professor in the advertising department at CCS! He pushes his students to do their best work while keeping them engaged and encouraged and helping them make meaningful connections with other professionals. Lots of great, award-winning work comes out of his classes!!

### **Haylie Clawson** / Student, College for Creative Studies

Amazing teacher! Loved having you.





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**Anonymous Student** / Student, College for Creative Studies

Phil has been the best professor I could have ever asked for going into my junior and senior year at CCS. He's single handedly allowed for me to grow as a creative and has pushed me to develop and continue being better. He's not just my professor, he's a mentor and my friend.

**Anonymous Student** / Student, College for Creative Studies

Philip is an awesome professor and mentor. He is very helpful when it comes new directions and being exploratory. His critiques are always spot on and very constructive. Philip is very positive when it comes to having a professional relationship with his students. He's not just a professor but feels like a lifelong friend.

## FACULTY MEMBERS

**Greg Braun** / Retired, Dp. Global Chief Creative Officer, Commonwealth//McCann & The University of Michigan, Department of Communication & Media, Faculty Lecturer

Over the last five years, I've gotten to observe first-hand the attributes that make his contributions to CCS exceptional. Firstly, since his tenure, the ad students have won an unprecedented number of local to global awards and accolades, including the likes of the international Young Ones Awards, the Mosaic Awards, and the city's own D Show awards. Secondly, as the retired Dp. Global Chief Creative Officer of Commonwealth//McCann, I know that my talent managers (as well as those of my largest competitors) prioritized the recruitment of CCS advertising graduates due to the highly developed strategic, conceptual, and executional skills they gained thanks to Phillip and his team. Lastly, and perhaps most importantly, I'm moved by the words of the students themselves. Personal accounts regarding Phillip's availability, his generosity, and his dedication to their successful growth as not only creatives but as people entering the world as independent professionals.

Phillip leads by example, and his contribution is invaluable to the College for Creative Studies. And that is why I've come to know him not just as a colleague, but as a friend.

## PARTNERS / INDUSTRY / AGENCIES

**Robert Wilkie** / Copywriter/Creative Director, PUSH 22

Phil was a great partner (he was creative, he loved ideas, he stayed calm under pressure and he worked his ass off when he needed to) but last week he quit and left me for another, so he's pretty much dead to me now. :)



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### **Greg Johnston** / VP Executive Creative Director, MXM Social

I do not know which is greater, his talent or his demeanor. Philip is that rare combination of talent and being a good person. When building a creative team, Philip should be at the top of your list. He was my first hire when we built the creative team at NMS/MXM. He is a working Creative Director who is not above creating an idea from concept to execution to delivery. I would hire him again in a minute if I could.

### **Michelle Horowitz PhD** / President/Partner, BERLINE

It was a joy to be able to work with Philip. He is self-motivated and very responsible, but his greatest asset is his inspirational approach to solving creative problems. He is inquisitive and curious, as well an astute and psychologically-sophisticated observer of human behavior - characteristics that inspire and inform his exceptional creativity and the people around him.

### **Mary Gabriel** / Director of New Business Development, PUSH 22

Phil is an extremely talented creative director. He brings creativity and an unique prospective to every project. He is always willing to hear input from everyone on the team from creative to account and even traffic. It was a pleasure to work with him.

### **Tim Aten** / Business Development & Project Manager, Futuramic Media

I worked with Philip on a number of projects while he was at Berline. I found him highly committed to getting things done on time and being completely reasonable and understanding from a technical standpoint. It was also refreshing to work with a graphic designer who really understood web technology and always thirsty to learn more. He has a very sharp and critical eye which is invaluable before something goes live. I hope to work with him again.

### **Daniel Birney** / Senior Copywriter, BBDO

Philip is an excellent art director, both conceptually and when it comes to the “nitty gritty”, “nuts and bolts” of getting work done. Always willing to do whatever it takes to produce quality, innovative work, Phil added a slick, sparkly shine to whatever job he came across. And he looks positively delightful in scuba gear.

### **Tina McGuire** / Art Director, BERLINE

Philip has been great to work with both at Berline and BBDO. Currently working in the same department has given me a greater respect for his work. He’s extremely quick-witted and creative. I highly recommend him despite his Kutch hat and toe cups.



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### **Ty Damon II** / EVP Managing Director, Campbell-Ewald

Philip worked with me on the “Window Shopping” campaign for DeBartolo Malls. It was an innovative and intense assignment -- we produced nearly 3000 completely custom two minute radio ads in 13 months. As account executive, Philip managed 100’s of retailers across the country and never got tired or lost his cool. And best of all, we did some award-winning work and had a fun time. Philip is a true professional.

### **Angela Southern** / Junior Art Director, BERLINE

Philip is an ace when it comes to modern, hip designs and humorous concepts.

### **Chris McKenna** / Senior Copywriter, BERLINE

I’ve worked with many art directors over the years. And all the good ones were a little nuts. That being said, Philip was one of the best ADs I’ve ever worked with.

### **Mike Lowes** / Associate Creative Director, BBDO

Philip is a very hard working, ambitious and talented art director. I was able to watch him grow and become confident in his craft. Every job was an opportunity for him and he treated each as such. He never stops looking for solutions, always looking for something better. My bet is always on Philip. He never disappoints.

### **Mark Renusch** / Senior Copywriter, BBDO

Working with Philip is a pleasure. He’s fast, accurate, and doesn’t need any direction. His vision, creative skills, and leadership make every project a winner. His work ethic is particularly noteworthy, as he’s ready to go to bat late at night and weekends.

### **Daniel Moshier** / VP Associate Creative Director, BBDO

Philip remains passionate about advertising after many years in the business. Maybe it is his firm belief that the next, best idea will be found and excavated somewhere in the land “after five.” Perhaps it is his desire to take care of his family. Or to serve his colleagues. One thing is clear: At the end of the day, Philip retains enthusiasm for his craft and brings no small measure of talent to bear to the task at hand.

### **Hugh Broder** / Director of Broadcast Production, BBDO

Philip is a very good art director able to translate strategic positioning into good, solid advertising and marketing concepts and then follow through with the execution of those concepts.





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**Sam Sefton** / Creative Director, BBDO

Philip is an excellent creative. He is a strong conceptual Art Director and a very good designer. He understands the value of “the big idea” and works tirelessly in order to achieve it. Philip also has his finger on the pulse of contemporary trends in photography and print. He is a great creative asset overall.

## **COMMITTEES AND BOARDS**

Faculty Review Committee (2023 - Present)

- Chair (2024 - Present)
- Vice Chair (2023 - 2024)

Academic Performance Committee (2023 - Present)

Chair Council (2021 - 2023)

Curriculum Committee (2020 - 2023)

Detroit School of Arts (DSA) Program Advisory Board (2018 - 2022)

Academic Performance Committee (2020 - 2021)

Academic Technology Committee (2018 - 2020)

## **PROFESSIONAL MEMBERSHIPS**

Adcraft Club of Detroit

The One Club New York

American Advertising Federation (AAF)

## **JUROR AND SPEAKER**

Participated in the South Lyon Community Schools (SLCS) Career Fair

Presented the College for Creative Studies at Lutheran Northwest High School Career Day

Presented the College for Creative Studies at South Lyon East High School Cougar Career Hour

Presented the College for Creative Studies 2019 Courageous Persuaders sponsor Award

Judged Courageous Persuaders 2019 Awards

Judged Courageous Persuaders 2018 Awards



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## SPONSORED STUDIOS

### **The Mitt Fast-Pitch Park Sponsored Project (Winter 2023)**

A seven (7) week advertising project that focused on branding and launching The Mitt fast-pitch park. This Michigan-based softball-exclusive park, camp, and tournament series would be the first of its kind, but it has no brand, awareness, or funding yet. The studio was setup and run like an agency creative department to deliver a proof-of-concept branding package and digital campaign that appeals to both youth so ball coaches and players while raising awareness for the future park's construction and drive team sign-ups for the tournament softball series.

### **Farmacy Food Sponsored Project (Winter 2022)**

A seven (7) week advertising project that focused on brand awareness and educating consumers about the Detroit based Farmacy Food and how they are making healthy, delicious meals tailored to your unique dietary needs radically accessible and affordable using locally-sourced ingredients known to benefit your health and well-being. The studio was setup and run like an agency creative department that was broken into creative teams to deliver a targeted and unified branded 360 campaign that crossed digital, mobile, social, experiential, events, outdoor, print, and packaging into one cohesive and brilliant campaign.

### **Bryce Detroit Sponsored Project (Winter 2022)**

A seven (7) week advertising project that focused on educating Detroiters about gentrification and showing them what they can do about it by making Road Work the platform Detroiters use to tell their stories and express their creativity. The studio was setup and run like an agency creative department that was broken into creative teams to deliver a targeted and unified branded digital campaign that crossed mobile, social, experiential, events, and website into a cohesive and brilliant campaign for the Road Work movement.

### **Xenith Sponsored Studio (Winter 2019)**

A semester-long advertising design and product design studio that focused on re-launching Detroit based Xenith's protective football gear brand and launch the possible soccer brand. The studio was setup and run like an agency creative department that was broken into two teams (Soccer and Football) to deliver two branded 360 campaigns that crossed mobile, social, experiential, events, in-store, outdoor, print and digital in two cohesive and brilliant campaigns.



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## COURSES TAUGHT

### **DAD 234: SOPHOMORE ADVERTISING STUDIO I**

This course introduces the student to advertising, the creative process, and the role of the art director and copywriter as problem solvers in the creation of an advertising message. Students practice process techniques, basic strategy development, idea generation, concept sketching, and presentation skills. They execute multiple creative approaches progressing from strategy to idea, imagery, headline and copy.

### **DAD 235: SOPHOMORE ADVERTISING STUDIO II**

This course builds on the process skills from Sophomore Advertising Studio I. Students are exposed to a variety of marketing problems and use problem solving techniques to create compelling advertising solutions appropriate for the target and product. They are introduced to different categories of advertising including consumer, public service, business-to-business, and brand image. Students also begin to assemble a portfolio that is assessed regularly for growth, creativity, and quality throughout their studies at CCS.

### **DAD 235: CONCEPTS AND CAMPAIGNS**

Student creative teams are exposed to a wider variety of media channels and use problem solving techniques to create compelling advertising solutions appropriate for the targeted and diverse consumers and audiences for products, brands or PSA movements. They are introduced to different categories of advertising and begin basic campaign development. Students assemble a review portfolio that is assessed for growth, creativity, and quality from their sophomore studies at CCS.

### **DAD 266: APP HAPPY: DESIGN FOR MOBILE MEDIA**

Students use marketing strategy to identify mobile marketing opportunities for targeted and diverse consumer and user groups, utilizing current industry concept techniques, trends and relevant and cutting edge software skills to design universal and inclusive design concepts, prototype and test unique smartphone applications.

### **DAD 323: APP HAPPY: DESIGN FOR MOBILE MEDIA**

Students use marketing strategy to identify mobile marketing opportunities for targeted and diverse consumer and user groups, utilizing current industry concept techniques, trends and relevant and cutting edge software skills to design universal and inclusive design concepts, prototype and test unique smartphone applications.

### **DAD 365: DIGITAL NARRATIVE**

Building from the concepts learned in DAD-235: Concepts and Campaigns and DAD-266: App Happy, student creative teams study and utilize emerging digital media to engage consumers by constructing a complete





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and fully immersive digital advertising campaign. Emphasis is placed on the continuous improvement of conceptual, leadership, collaborative and management skills needed by the creative team in addition to creating a professional digital campaign for their portfolio.

### **DAD 421: PORTFOLIO LAB I**

Seniors create personal branding, resumes, portfolios, web sites, LinkedIn profiles, reels and self-promotion pieces. They prepare for job interviews, identify and contact potential employers and learn important interviewing skills from agency professionals and recruiters. Agency structure, hierarchy, business practices and expectations are examined. Graduate portfolios are reviewed and analyzed for further development and refinement in the final semester.

### **DAD 433: TV COMMERCIAL PRODUCTION**

Students practice television advertising process, production and storytelling techniques to conceptualize and create targeted commercials and films for diverse audiences and consumers for traditional broadcast, online, social and mobile media content. The course includes writing, storyboarding, shooting and editing their original commercial concepts. Only open to students with senior status.

### **DAD 434: CONTENT CREATION**

Content creation is the future of digital media and video. Students create long format commercial content with extended narratives that focus on branded storytelling that engages, motivates and influences diverse audiences and consumers in a positive and emotional way beyond the traditional thirty second broadcast format. Students gain more experience in writing, conceiving and pitching, storyboarding, producing and editing their commercial concepts.

### **DAD 422: PORTFOLIO LAB II**

This course integrates all that the student has learned and focuses on creating campaigns that form the foundation for the student's final portfolio and transition to the professional world. Projects include targeted campaigns for a diverse audience and consumers for a broad range of products, brands, social causes and equality issues across diverse media channels to accomplish the student's individual career goals. Students may work on sponsored projects, individualized assignments or national, international and inclusive DEI collegiate awards competitions. Students plan and construct professional displays and presentations for Portfolio Day and Senior Walls for the Student Exhibition.



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### DAD 460: THESIS STUDIO/PASSION PROJECT

This course integrates all that the student has learned and focuses on creating a unique capstone/thesis project that focuses on engaging, motivates and influences diverse audiences and consumers in a positive and emotional way. The project is a personal statement based on introspection, community, purpose, and passion.

### DAD 475: ADVERTISING INTERNSHIP

Participation in an internship experience allows junior or senior status students to use classroom-learned skills in a related employment experience. Students must work a minimum of 135 hours over the course of the entire semester. Students must have a minimum cumulative GPA of 2.8. Seniors may not be eligible to participate in an internship during their final semester. Transfer students must have attended one semester at CCS in addition to meeting the other eligibility criteria.

### DAD490: INDEPENDENT STUDY

Independent Study is available to students who are at Junior or Senior level standing with a cumulative grade point average of 3.00 or above. The student may receive approval to work in an area or on a project that is not otherwise offered or addressed in the regular curriculum. An Independent Study should include opportunities for individual student voice and provide a space for diverse perspectives. Students may receive credit toward graduation for no more than 6 credit hours. The student must submit to the chairperson of the department in which they wish to study, an Independent Study Proposal of 150 words (no less) of the student's plan for study and her/his reason for choosing to study independently. Once the department chairperson provides approval and the instructor for the Independent Study is determined, the faculty member must write an Independent Study Syllabus with education goals, learning outcomes, meeting dates, course expectations, timelines, and due dates. Art Education candidates must pass DAE 490 with a grade of 'C' (2.00) or higher to qualify for certification.

## NEW PROGRAMS DEVELOPED

### ADVERTISING: COPYWRITING MINOR

Required courses:

DAD 250: INTRODUCTION TO COPYWRITING

DAD 155: COPY STYLES

DAD 350: COPYWRITING FOR TELEVISION AND RADIO

DAD 355: COPYWRITING FOR WEB

Choose ONE (1) course:

DAD 322: INTEGRATED CAMPAIGNS – (Team Writer)

DAD 365: DIGITAL NARRATIVE – (Team Writer)



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### COURSES DEVELOPED

#### DAD 266: APP HAPPY: DESIGN FOR MOBILE MEDIA

Revised the projects and deliverables, syllabi and weekly appy hour projects and schedule to be appropriate for the Sophomore level while focusing on current industry trends. With an eye on cutting edge app concepts and thinking while incorporated current mobile app trends in the two (2) main projects and weekly Appy Hour UX assignments focusing on intergrating crowd-sourced data and GPS location, mobile gaming, app monetization strategies, API integrations, designing with color-accessibility principles, chatbots, app personalization with Artificial Intelligence (AI), Voice User Interface (VUI) with a personalized out-come and Augmented Reality (AR) to make ground breaking concept focused and standout portfolio pieces.

#### DAD 323: APP HAPPY: DESIGN FOR MOBILE MEDIA

Updated the projects, syllabi and weekly appy hour projects for App Happy to focus current app industry trends to push the classes final UX deliverables ahead of the industry with cutting edge and ground-breaking thinking. I updated and incorporated current mobile app trends in class projects: apps with crowd-sourced data and GPS location, mobile gaming, app monetization strategies, app integration, designing with color-accessibility principles, app chatbots, API integrations, Voice User Interface (VUI) with a personalized out-come, Artificial Intelligence (AI) and Augmented Reality (AR) to make ground breaking and stand-out portfolio pieces.

#### DAD 365: DIGITAL NARRATIVE

Developed and restructured Digital Advertising 1 to focus on creating a ground breaking and cutting-edge digital campaign that includes a current technology (Smart Watch, Alexa, Smart Wearable, Artificial Intelligence (AI), AR, etc.) and a social launch component (Snapchat, LinkedIn, Instagram, Slack, Facebook. LinkedIn, etc.) to create. The class was structured like a real agency and broken into four (4) deliverable phases over the 15 weeks. The final deliverables for each digital campaign is a case study video, Digital EcoSystem, User Journey and other creative elements tailored for their portfolio (Content, Mobile, UX, Social, etc.). The first 13 weeks (Phase 1 – 3) are structured to create the campaign with the last 2 weeks (Phase 4) to create individual campaign extensions (Social, Digital, Experiential, Video, Mobile, VR, UX, etc.) for their individual portfolios. This allows them to further personalize their portfolio and tailer it to the area of the industry that they passionate about.

#### DAD 421: PORTFOLIO LAB I

Restructured the senior “Personal Branding” projects and deliverables to focus on give each student a complete and personal branding package and portfolio that will make them standout in the interviewing process. They spend the semester researching and preparing for job interviews,





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identifying and contacting their dream agencies, brands, companies, and potential employers with “Breaking In” ideas that they create and use to cut through the interviewing process clutter.

### DAD 422: PORTFOLIO LAB II

Developed and restructured the DAD460A: Senior Portfolio Studio class to focus on making two (2) last campaigns for their portfolio. Since this is their last senior studio class and last team/partner project I let them pick their partners, brands and destiny. Project 1: The Young Ones Brief competition that tasks students with creating work for different types of clients for the chance to earn a One Show. Project 2: Killing It with a New Campaign is designed to fill a campaign hole in their individual portfolio. Utilizing all of the creative skills that they have developed over the last four (4) years to create a powerful, compelling and award worthy integrated advertising or digital campaign for a brand or product across a minimum of three (3) media channels (print, outdoor, TV, social, digital, mobile, and/or experiential) that fills the final hole in each students portfolio.

### DAD 433: TV COMMERCIAL PRODUCTION

Developed and restructured the DAD433: TV Commercial Production class to run like a real agency (Pre-Production: 4 1/2 weeks of conceiving with 10 1/2 weeks of Production) with the focus on creating a big-idea TV commercials (Project 1), a relevant and cutting-edge social content series (Project 3), and thought leading stories that blur the line of advertising and entertainment to create long formate branded entertainment (Project 2). Which pushes the class in a more current, relevant and at the cusp of the advertising industry area of creativity, content, film and entertainment.

### DAD 434: CONTENT CREATION

Developed and restructured the DAD434A: Content Creation class to focus on memorable and entertaining storytelling for brands and/or short films. Students will create two (2) projects during the semester focused on making two (2) great portfolio pieces for their books. Project 1 (GOING FOR THE GOLD) is designed to task students to create a single memorable short form story that tells an impactful story and delivers a powerful message in a simple, entertaining and relatable way for the chance to earn a One Show Pencil or Young Ones ADC Cube. Project 2 (I WANT TO BE A STAR) is designed to task students to create a compelling and memorable humorous Saturday Night Live (SNL) style branded parody commercial or branded music video. This assignment focuses on storytelling and branded entertainment using humor and/or emotion to engage the view and tell an entertaining story that will stand out in your portfolio.