

# PHILIP MCAVOY

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## EMPLOYMENT

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

Accounts worked on: 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, Sapienza Custom Homes, ScitoVation, Smart Money Financial, Tarman & Co., Ulmer, Vince & Joe's, Walsh College and Washington State Bar Assoc. (WSBA).

**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 and Storytelling in Design, Digital, Film, Social, Mobile, UX and Content Development.

**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 industry 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.

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

Accounts worked on: 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. College for Creative Studies is one of the leading art and design colleges in the world. CCS is ranked by LinkedIn as a top three design school in the US and the best in the Midwest, based on alumni success.

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

Accounts worked on: ActionHub, AGDAILY, Cabela's, Carbon Threads, Carbon Media group, CarbonTV, OutdoorHub, SilencerCo and Swell Info.

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

Accounts worked on: 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

Accounts worked on: 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 (Hatfield's & McCoy's), 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

Accounts worked on: boocoo, BASF, Breakfree, Champion, Covisint, Dassault Systèmes, DELMIA, Faurecia, Gabriel, Key Plastics, OSRAM, Plum Hollow Country Club, Schuler Group, Wolverine Advanced Materials, POH, and Wittock Supply.

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

Accounts worked on: Kelly Services, Urban Apple Restaurant, Buffalo Wild Wings, Bagger Dave's, The Second City, Wendy's, Kewadin Casino, Greektown Casino-Hotel, DTE Energy, Pulte Homes, Art Van Furniture, Comcast, Wireless Giant, Credit Union One, Michigan State Fair, Chamco Auto, Elder Auto Group, Elio Motors, Jiffy Lube, Kolene, Comau, Spiralock, Lumber Jack, AAA, Detroit News, Detroit Free Press, Durr, Michigan Credit Union League, Total Health Care, Human Capital Staffing, berline.com, Pentastar Aviation, Huron-Clinton Metroparks, Michigan Jobs and Energy Coalition, Yaldo Eye Center, Campus Martius Park Detroit, and Detroit Convention and Visitors Bureau.

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

Accounts worked on: 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.

## 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, East Lansing, MI.  
Bachelor of Arts, Advertising with emphasis in Graphic Design.

## HONORS AND AWARDS

Local AAF ADDY Awards, District AAF ADDY Awards, National AAF ADDY Awards, Adobe Design Achievement Award, Creativity 26, Cynopsis 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, New York Festival Advertising Awards, Pollie Awards, Social Media Icon Awards, Travel Industry Association Odyssey Awards, One Show Young Ones Briefs, Young Ones ADC Awards and W3 Award.