

Creative leader and educator with 30+ years of experience bridging advertising, campaigns, UX/UI, narrative storytelling, and commercial production. Focused on curriculum innovation, industry-integrated learning, and developing portfolio-ready graduates for contemporary creative careers.

EDUCATION

College for Creative Studies (CCS), Detroit, MI

1992 - 1994

Additional coursework in Art Direction, Design, Copywriting, and Photography.

Michigan State University (MSU), East Lansing, MI

1988 - 1992

Bachelor of Arts, Advertising with emphasis in Art Direction and Design.

CONTINUING EDUCATION

Skillshare (Online)

2025 - Present

Completed continuing education coursework in Adobe Premiere Pro, Adobe After Effects, and Figma to strengthen technical proficiency in motion design, video editing, and user interface development, directly supporting instruction and curriculum development in Motion Narratives and UI/UX courses.

College for Creative Studies (CCS), Detroit, MI

2022 - Present

Continuing education coursework in Fashion Design and Jewelry & Metalsmithing.

School of Visual Arts (SVA), New York, NY

2020

Continuing education coursework in Visual Narrative.

ACADEMIC EXPERIENCE

Assistant Professor

College for Creative Studies (CCS), Detroit, MI.

2018 - Present

Full-time faculty member in the Communication Design + Strategy (CD+S) Department for Undergraduate Studies. Teaching focuses on Art Direction, Copywriting, Strategy, and Storytelling across design, digital, film, social, mobile, UX/UI, content development, and integrated campaign creation.

Develop and lead industry-sponsored studios, portfolio development courses, and campaign-based curriculum structured to mirror professional agency environments. Emphasis on strategic thinking, real-world collaboration, and career-ready portfolio outcomes.

Students advised and mentored under McAvoy's instruction have earned 163 national

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and international awards, with multiple sponsored studios resulting in student hires, internships, and ongoing industry partnerships.

Interim Department Chair, Undergraduate Advertising

College for Creative Studies (CCS), Detroit, MI.

2021 - 2023

Served as Interim Department Chair, providing academic and administrative leadership across curriculum, faculty, and student development. Stewarded program direction, industry engagement, and student outcomes during a period of transition.

KEY LEADERSHIP CONTRIBUTIONS & OUTCOMES:

Curriculum & Program Development

- Stewarded curriculum alignment with contemporary advertising, UX/UI, and content practices.
- Developed and launched the Advertising Copywriting Minor to address curricular gaps and industry demand.
- Facilitated course development across mobile, motion, and digital narrative areas.

Industry Engagement & Sponsored Studios

- Expanded industry partnerships, leading 6 sponsored studios across two academic years.
- Directed collaborations including Farmacy Food, Bryce Detroit, and The Mitt
- Generated student hires and extended client partnerships, demonstrating applied industry impact.

Student Success & Career Outcomes

- Achieved 86% employment rate (Class of 2022) and 80% employment rate (Class of 2023).
- Mentored all Advertising majors as sole full-time faculty member; supervised 21+ internships.
- Supported portfolio development, internship placement, and career readiness initiatives.

Awards & Recognition

- Led program to 100+ student awards across local, regional and national competitions.
- Achieved four (4) Best of Show honors, including:
 - 2022 D Show – Best of Student & Black D
Doritos, “Love Triangle”
 - 2022 AAF Flint ADDY Awards – Student Best of Show & Gold ADDY
Adobe, “Imagine Something Wonderful”
 - 2023 D Show – Best of Student & Black D
Lyft, UPLYFT
 - 2023 AAF Flint ADDY Awards – Student Best of Show & Gold ADDY
REI, “Being a Woman is Easy”
- Additional recognition includes National Gold ADDY Awards and Communication Arts Advertising Annual selections.

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Faculty & Department Leadership

- Hired and supervised adjunct faculty across 21+ studio courses.
- Managed departmental operations and budget, maintaining fiscal responsibility.
- Coordinated scheduling, course coverage, and faculty support.

Recruitment & Program Visibility

- Led recruitment efforts including CCS Open Houses and outreach initiatives.
- Supported admissions strategy and prospective student engagement.

Led the Advertising program as the sole full-time faculty member, overseeing curriculum, faculty, student outcomes, and industry partnerships.

Adjunct Faculty

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

Taught advertising, digital, social, mobile, and content creative development in Senior Portfolio Studio, mentoring students in portfolio refinement, campaign development, and professional presentation in preparation for graduation and industry placement.

PROFESSIONAL EXPERIENCE

Chief Creative Officer

P-MAC Labs, Huntington Woods, MI.
1995 - Present

Founder and Chief Creative Officer of an independent creative consultancy providing brand strategy, creative direction, and integrated marketing solutions across digital, social, mobile, UX/UI, and content development.

Responsible for new business development, client strategy, creative leadership, and project execution across a diverse range of industries including healthcare, finance, technology, hospitality, real estate, education, and consumer brands.

Professional practice informs curriculum development, sponsored studios, and industry partnerships that support student placement and real-world learning opportunities.

Wrote and published an interactive children's book, *Finola the Fish Says, "Hi!"* (Apple Books, 2026): story, art direction, and interactive UX/animation design for children ages 3–7.

Client Accounts:

Advaita Bio, agencyQ, American Equity Mortgage, Barkingdog Studios, BERLINE, BioVigil, Blue Harbor Resort, Bombardier, chasemcavoy.com, Comcast, bumpercrop.com, Doner, Data Sales Science, DP+Company, Face Junky Cosmetics, Food Gatherers, Functional Rehabilitation, Jetheat, JohnnyMAC, Managed Healthcare Resources, 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, Washington State Bar Association

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Partner / Co-Chief Creative Officer

JohnnyMAC Studios, Detroit, MI.
2017 - 2024

Co-founded photography and creative studio focused on branding, marketing, and digital content development within the real estate and lifestyle sectors. Responsible for creative direction, business development, and client strategy.

Freelance Design & UX Lead

agencyQ, Washington, DC.
2016 - 2018

Provided UX design leadership and creative direction across digital platforms and brand initiatives. Collaborated with strategy and development teams to design user-centered digital experiences and brand systems.

Client Accounts:

agencyQ, Ulmer, Washington State Bar Association (WSBA)

VP / Creative Director

Carbon Media, Bingham Farms, MI.
2017

Led and mentored multidisciplinary creative teams including UX designers, digital designers, content developers, and backend developers. Directed creative strategy and brand development across core digital platforms and client accounts.

Core Brands:

ActionHub, AGDAILY, CarbonTV, Carbon Media Group, OutdoorHub

Client Accounts:

Cabela's, Chevrolet, SilencerCo, Swell Info, Carbon Threads

Creative Director

MXM (Meredith Xcelerated Marketing), Washington, DC.
2013 - 2016

Provided creative leadership and strategic direction across integrated digital and social campaigns. Managed award-winning creative teams and contributed to new business development. Served on MXM's Director Committee.

Developed campaigns for major national brands including FDA "The Real Cost," National Association of Realtors (HouseLogic), LAVAZZA, Samsung, and Beiersdorf brands (Aquaphor, Eucerin, NIVEA & NIVEA MEN).

Client Accounts:

AMC, Barilla, Bayer, Beiersdorf (Aquaphor, Eucerin, NIVEA & NIVEA MEN), Better Homes & Gardens (BHG), Bowl Championship Series (BCS), Diageo Chateau & Estate Wine, Fandango, FDA (The Real Cost), FINISH, Hallmark, H-E-B,

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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, NEA, Radius, Samsung, Stride Rite, Sundance, SyFy, Taubman, Time Warner Cable Business Class (TWCBC), WASA

Creative Director

NMS (New Media Strategies), Washington, DC.
2011 - 2013

Directed award-winning social and digital campaigns for national brands and public organizations. Managed multidisciplinary creative teams and contributed to agency leadership and new business initiatives.

Client Accounts:

ABC, ACCCE (Clean Coal), Auto Week, Barilla, BCS (Bowl Championship Series), Beiersdorf (Aquaphor, Eucerin, NIVEA & NIVEA 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, WASA

Digital Creative Director

PUSH 22, Pontiac, MI.
2010 - 2011

Co-managed agency creative team and led digital brand strategy across multiple accounts. Directed full rebrand and integrated campaign for Gabriel shocks within a 30-day timeline.

Client Accounts:

boocoo, BASF, Breakfree, Champion, Covisint, Dassault Systèmes, DELMIA, Faurecia, Gabriel, Key Plastics, OSRAM, Plum Hollow Country Club, Wolverine Advanced Materials, Wittock Supply

Digital Creative Director

BERLINE, Royal Oak, MI.
2006 - 2010

Member of leadership team responsible for launching and managing the agency's digital and social practice. Directed creative strategy across multiple regional and national clients.

Created award-winning work for Michigan State Fair and Detroit Convention and Visitors Bureau.

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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, 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, Yaldo Eye Center

Freelance Art Director / Copywriter

Doner, Southfield, MI.
2006 - 2008

Provided creative direction and campaign development across digital, print, and integrated marketing initiatives. Collaborated with agency teams to develop brand messaging and creative concepts for regional and national clients.

Client Accounts:

American Equity Mortgage, Blue Harbor Resort, ove.com, bumpercrop.com

Freelance Associate Creative Director

DP+, Farmington Hills, MI.
2006

Provided creative leadership and strategic direction for integrated marketing campaigns and brand initiatives. Collaborated with account and strategy teams to develop creative solutions across digital and traditional media.

Client Accounts:

Comcast, Michigan Economic Development Commission, Mount Clemens General Hospital, DP+ Website

Senior Art Director

BBDO Detroit, Troy, MI.
1992 - 2006

Developed national and international advertising campaigns for automotive brands including Dodge, Chrysler, and Jeep. Collaborated with cross-functional teams across broadcast, print, digital, and experiential campaigns.

Client Accounts:

Dodge, Chrysler, Jeep, Ram, Jeep International, Dodge International, Dodge Marketing Programs, Dodge Dealer Associations, Dodge Motor Sports, United Way, Canadian Club

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ADDITIONAL EARLY PROFESSIONAL EXPERIENCE

Account Executive

Lintas: Marketing Communications, Warren, MI.
1992

Worked on DeBartolo account supporting client relations, billing, and creative coordination.

Creative Department Intern

Lintas: Campbell-Ewald, Warren, MI.
1992

Supported creative team on advertising assignments as Art Director/Copywriter.

Freelance Art Director/Copywriter

Robert Solomon & Associates, Bloomfield Hills, MI.
1992

Worked on regional advertising assignments including 7-Eleven, Englander's, and Cavanaugh.

TEACHING & CURRICULUM DEVELOPMENT

Teaching practice integrates advertising, UX/UI, motion, and content creation within a concept-driven, industry-aligned curriculum. Emphasis is placed on professional workflows, emerging technologies, and portfolio-ready outcomes that support student career readiness.

COURSES TAUGHT

Advertising & Campaign Strategy

Advertising Studio I, Advertising Studio II, Concepts & Campaigns
Campaign Strategies, Integrated Campaigns, Digital Narrative

UX/UI & Digital Experience Design

UI Design, UX Design, Mobile UI/UX

Motion, Content & Media Production

Commercial Techniques & Production, TV Commercial Production
Content Creation, Motion Narratives

Professional Practice & Portfolio Development

Portfolio Lab I, Portfolio Lab II, Advertising/Communication Design & Strategy Internship

Research, Theory & Independent Study

Design Theory, Design Semiotics, Thesis Studio/Passion Project,
Independent Study

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COURSES DEVELOPED & CURRICULUM INNOVATION

Courses developed and restructured to align with evolving industry practices in advertising, communication design, integrating UX/UI, motion, and content creation into a cohesive, concept-driven curriculum. Emphasis is placed on professional workflows, emerging technologies, and portfolio-ready outcomes that support student career readiness.

App Happy: Design for Mobile Media

Developed and restructured sophomore- and junior-level mobile app design courses to reflect emerging industry trends and UX/UI best practices. The curriculum emphasizes concept-driven app development and integrates contemporary technologies including crowd-sourced data, GPS/location services, APIs, artificial intelligence (AI), voice user interfaces (VUI), augmented reality (AR), and accessibility-focused design.

Course projects, including the “Appy Hour” series, were redesigned to prioritize user-centered design, monetization strategies, and innovative mobile experiences, resulting in portfolio-ready UX and mobile design outcomes.

Commercial Narratives

Developed advanced motion design elective focused on commercial storytelling and dynamic brand communication. The course builds on foundational motion principles and expands student capabilities in typography, motion graphics, sound design, and visual storytelling.

Students work through a professional production workflow including concepting, pitching, scripting, storyboarding, production, and editing. Projects span short- and long-form content for digital, social, and branded entertainment platforms, integrating motion semiotics and campaign thinking to produce portfolio-ready work aligned with contemporary industry expectations.

Content Creation

Developed and restructured course to focus on storytelling and branded entertainment across digital platforms. Students produce two major projects, including short-form narrative content and branded parody or entertainment-based campaigns.

Assignments emphasize humor, emotional storytelling, and culturally relevant content aligned with current industry trends.

Digital Narrative

Redesigned Digital Advertising I into a concept-driven, technology-forward digital campaign course structured around a professional agency workflow. The curriculum is organized into four project phases culminating in integrated campaign case studies, digital ecosystems, user journeys, and portfolio-ready deliverables.

Students develop campaigns incorporating emerging technologies such as AI, wearable technology, VUI, and social platforms, with individualized extensions aligned to their professional interests.

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Mobile UI/UX

Developed elective course focused on mobile user experience strategy and design. Students identify user needs and develop application concepts through research, wireframing, prototyping, and usability testing.

The course emphasizes human-centered design, emerging mobile trends, and strategic UX thinking to produce portfolio-ready mobile experiences.

Portfolio Lab I

Restructured senior-level portfolio course to emphasize personal branding, job search strategy, and professional positioning. Students develop comprehensive branding systems and targeted “Breaking In” campaigns aimed at specific agencies, brands, and employers, supporting successful transition into the industry.

Portfolio Lab II

Developed and restructured senior portfolio studio to focus on advanced campaign development and final portfolio refinement. Students complete two major campaigns, including a One Show Young Ones brief and a self-directed integrated campaign addressing individual portfolio gaps.

Projects emphasize multi-channel campaign development and professional-level presentation.

TV Commercial Production

Redesigned course to simulate a professional production workflow, including pre-production, concept development, production, and post-production. Students complete three major projects: a concept-driven commercial, a branded entertainment piece, and a social content series.

The curriculum emphasizes storytelling, production planning, and execution aligned with contemporary media practices.

EXPERIENTIAL LEARNING & MENTORSHIP

Advertising / Communication Design & Strategy Internship

Faculty sponsor and mentor for 33 industry internships (2018–2026), supporting student placement and career readiness.

Independent Study

Faculty sponsor for 1 independent study focused on personal branding and portfolio development.

Teaching approach emphasizes the integration of concept, strategy, and execution to produce industry-ready graduates with strong portfolios and cross-disciplinary skill sets.

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NEW PROGRAMS DEVELOPED

Advertising: Copywriting Minor

Developed and launched the Advertising Copywriting Minor to address a gap in the curriculum and increasing industry demand for concept-driven writers. The program strengthens student competencies in writing, concept development, and brand storytelling across traditional and emerging media platforms, complementing existing Advertising Design coursework while providing focused training in strategic messaging, campaign development, and integrated communication systems.

The curriculum emphasizes concept-driven writing, creative strategy, and multi-platform storytelling, preparing students for roles in advertising, content creation, brand strategy, and digital communications. Coursework aligns with contemporary industry practices through professional workflows and portfolio-driven assignments.

Required Courses:

- Introduction to Copywriting
- Copy Styles
- Copywriting for Television and Radio
- Copywriting for Web

Elective Requirement (Choose One):

- Integrated Campaigns – (Team Writer)
- Digital Narrative – (Team Writer)

The Copywriting Minor expands student career pathways, strengthens interdisciplinary collaboration, and enhances portfolio development by integrating writing-focused strategy across multiple media channels.

SPONSORED STUDIOS

The Mitt Fast-Pitch Park Sponsored Studio

Winter 2023

Led a seven-week sponsored studio focused on branding and launching *The Mitt*, a proposed Michigan-based fast-pitch softball park, camp, and tournament series. Students worked in agency-style teams to develop a proof-of-concept brand identity, positioning strategy, and integrated digital campaign to build awareness, attract coaches and players, and support fundraising and team sign-ups. The studio emphasized client collaboration, strategic thinking, and professional campaign development.

Student Outcomes & Industry Impact:

The Mitt hired one student following the studio and subsequently engaged Professor McAvoy to design and develop the organization's website and email communications, extending the partnership beyond the classroom and demonstrating sustained client impact.

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Farmacy Food Sponsored Studio

Winter 2022

Directed a seven-week sponsored studio in partnership with Detroit-based Farmacy Food focused on increasing brand awareness and educating consumers on accessible, locally sourced, healthy meal options. Students developed a unified 360° integrated campaign spanning digital, mobile, social, experiential, events, outdoor, print, and packaging. The studio emphasized strategic positioning, brand storytelling, and cross-platform execution.

Student Outcomes & Industry Impact:

Farmacy Food hired one student from the sponsored studio, reflecting the professional readiness of student work and the effectiveness of industry-integrated learning.

Bryce Detroit Sponsored Studio

Winter 2022

Led a seven-week sponsored studio in collaboration with Bryce Detroit focused on raising awareness around gentrification and empowering Detroit residents through the Road Work platform. Students worked in agency-style teams to develop an integrated campaign across mobile, social, experiential, events, and web platforms. The studio emphasized socially driven storytelling, community engagement, and brand platform development.

Xenith Sponsored Studio

Winter 2019

Directed a semester-long sponsored studio with Detroit-based sports equipment company Xenith focused on relaunching the football protective gear brand and exploring a potential soccer product line. Students were divided into Football and Soccer teams and developed two fully integrated 360° campaigns spanning mobile, social, experiential, retail, outdoor, print, and digital. The studio emphasized brand repositioning, product launch strategy, and real-world client collaboration.

Student Outcomes & Industry Impact:

Xenith hired one student following the studio. The campaign “It’s Your Game” received both District and Local Gold ADDY Awards at the American Advertising Federation Student ADDY Awards, demonstrating a high level of creative execution and industry recognition.

STUDENT PLACEMENT & INDUSTRY ENGAGEMENT

Chicago Senior Portfolio & Agency Tours (2018 - 2024)

Organized and led an annual senior portfolio trip to Chicago, coordinating agency tours and a portfolio review event with recruiters, creative directors, art directors, and copywriters from leading Chicago agencies. Accompanied and mentored students throughout the visit, expanding Midwest industry connections, increasing employer engagement, and supporting post-graduation placement opportunities for CCS seniors.

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PROFESSIONAL HONORS & AWARDS

Professor McAvoy's professional work has received recognition across national and international advertising, design, digital, and media competitions. These honors reflect sustained creative leadership, strategic thinking, and industry impact across integrated campaigns, digital platforms, branded content, and experiential marketing.

AMERICAN ADVERTISING FEDERATION (AAF) ADDY AWARDS

- Local ADDY Awards*
- District ADDY Awards*
- National ADDY Awards*

INTERNATIONAL & NATIONAL ADVERTISING AWARDS

- London International Advertising Awards*
- New York Festivals Advertising Awards*
- Mobius Awards*
- Effie Awards*
- International Automotive Advertising Awards*

DIGITAL & INTERACTIVE AWARDS

- IAC Awards (Internet Advertising Competition)*
- W3 Awards
- mim's Best of the Web Awards
- Social Media Icon Awards*
- Facebook Studio Awards*

CREATIVE & INDUSTRY RECOGNITION

- The D Show*
- Detroit Caddy Awards*
- Creativity 26
- PR Newswire Earnies*
- Cynopsis Sports Media Awards
- Folio: Eddie Awards

FILM, MEDIA & EXPERIENTIAL AWARDS

- Houston International Film Festival
- Gannett Outdoor Creative Challenge
- Pollie Awards
- Travel Industry Association Odyssey Awards

DESIGN & INNOVATION AWARDS

- IMA Award

*Multiple Awards

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STUDENT HONORS & AWARDS

Students advised and mentored under Professor McAvoy's instruction have received national and international recognition across leading advertising, design, and creative competitions. These awards reflect sustained instructional excellence, industry-aligned curriculum, and portfolio-driven learning outcomes.

- 2025 Best of Category D Show Award**
Natalie Bazydlo & Kayla Zanger, The Great and Powerful, Amazon Ring
- 2025 Black D Show Award**
Natalie Bazydlo & Kayla Zanger, The Great and Powerful, Amazon Ring
- 2025 Silver D Show Award**
Natali Bazydlo, Julia Hosang & Destiny Smith, The Grind Is Yours, Detroit Lions
- 2025 Silver D Show Award**
Julia Hosang & Sofia Mellado-Fritz, For the Long Haul, Converse
- 2025 National Silver ADDY Award**
Natalie Bazydlo & Kayla Zanger, The Great and Powerful, Amazon Ring
- 2025 District 6 Gold ADDY Award**
Julia St. Aubin, Muse
- 2025 District 6 Silver ADDY Award**
Natalie Bazydlo & Kayla Zanger, The Great and Powerful, Amazon Ring
- 2025 Gold ADDY Award**
Julia St. Aubin, Muse
- 2025 Gold ADDY Award**
Natalie Bazydlo & Kayla Zanger, The Great and Powerful, Amazon Ring
- 2025 Gold ADDY Award**
Julia Hosang & Sofia Mellado-Fritz, The Future of Writing is Human, Writers Guild
- 2025 Silver ADDY Award**
Julia Hosang & Sofia Mellado-Fritz, For the Long Haul, Converse
- 2025 Silver ADDY Award**
Julia Hosang & Natalie Bazydlo, Pampers Village, Pampers
- 2025 Silver ADDY Award**
Natalie Bazydlo, Story Time
- 2025 Silver ADDY Award**
Natalie Bazydlo & Kayla Zanger, Always Press On, KISS
- 2025 Silver ADDY Award**
CJ Villaflor & Raina Yarbrough, Stay Together, HULU
- 2025 Communication Arts Interactive Shortlist**
Julia St. Aubin, Muse
- 2024 Best of Category D Show Award**
Sydney Lane, Conner Japikse, Savannah Hall & Norino Maltese
Real Moonshine History, Ole Smoky Moonshine
- 2024 Black D Show Award**
Sydney Lane, Conner Japikse, Savannah Hall & Norino Maltese
Real Moonshine History, Ole Smoky Moonshine
- 2024 Silver D Show Award**
Juliana Rabban & Kayla Matthews, In Her Head, ZocDoc

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- 2024 Silver D Show Award**
Anika Jop & Sam Talanges, For Love. For Life. For Loss., 1-800-FLOWERS
- 2024 Silver D Show Award**
Conner Japikse & Savannah Hall, Orange Odyssey, Trader Joe's
- 2024 Best of Show ADDY Award**
Conner Japikse & Savannah Hall, Orange Odyssey, Trader Joe's
- 2024 Judges Choice ADDY Award**
Sydney Lane, Conner Japikse, Savannah Hall & Norino Maltese
Real Moonshine History, Ole Smoky Moonshine
- 2024 Judges Choice ADDY Award**
CJ Villaflor & Luke Schock, Lego-fy It, Lego
- 2024 Gold ADDY Award**
Conner Japikse & Savannah Hall, Orange Odyssey, Trader Joe's
- 2024 Gold ADDY Award**
Sydney Lane, Conner Japikse, Savannah Hall & Norino Maltese
Real Moonshine History, Ole Smoky Moonshine
- 2024 Silver ADDY Award**
CJ Villaflor & Luke Schock, Lego-fy It, Lego
- 2024 Silver ADDY Award**
Juliana Rabban & Kayla Matthews, In Her Head, ZocDoc
- 2024 Silver ADDY Award**
Madison McCabe & Emily Mata, Get A Head, Diablo
- 2023 Silver D Show Award**
Sydney Lane & Anika Jop, Make a Difference with Good Purpose, Goodwill
- 2023 Silver D Show Award**
Kayla Matthews & Sam Talanges, Tape Me Back, Scotch Tape
- 2023 Silver D Show Award**
Andrea Dunn & Skye Scaglione, Imagine Something Wonderful, Adobe
- 2023 The One Show / Young Ones ADC Short List**
Kayla Matthews & Sam Talanges, Tape Me Back, Scotch Tape
- 2023 Best of Show ADDY Award**
Madison McCabe, Alyssa Sorenson & Emily Mata, Being a Woman is Easy, REI
- 2023 Judges Choice ADDY Award**
Kayla Matthews & Sam Talanges, Tape Me Back, Scotch Tape
- 2023 Gold ADDY Award**
Madison McCabe, Alyssa Sorenson & Emily Mata, Being a Woman is Easy, REI
- 2023 Gold ADDY Award**
Kayla Matthews & Sam Talanges, Tape Me Back, Scotch Tape
- 2023 Silver ADDY Award**
Stephen Sinacori & Adam Dellavecchia, Find Bang & Olufsen, Bang & Olufsen
- 2023 Silver ADDY Award**
Gina Munson, Julia Honto & Haylie Clawson, B&O x Spotify, Bang & Olufsen
- 2023 Silver ADDY Award**
Jolee Abernethy & Jordan Stevens, FastPass, DoorDash
- 2022 National Gold ADDY Award**
Andrea Dunn & Skye Scaglione, Imagine Something Wonderful, Adobe

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- 2022 District 6 Gold ADDY Award**
Andrea Dunn & Skye Scaglione, Imagine Something Wonderful, Adobe
- 2022 District 6 Gold ADDY Award**
Johnny Spagnuolo & Anthony Quito, Keeping it 100% BK Real, Burger King
- 2022 Best of Show ADDY Award**
Andrea Dunn & Skye Scaglione, Imagine Something Wonderful, Adobe
- 2022 Gold ADDY Award**
Johnny Spagnuolo & Anthony Quito, Keeping it 100% BK Real, Burger King
- 2022 Gold ADDY Award**
Skye Scaglione & Tranell Slaughter, Nano City, Patagonia
- 2022 Gold ADDY Award**
Royce Jones & Andrea Dunn, A Statement, Statement., Carhartt
- 2022 Gold ADDY Award**
Adam Dellavecchia, Skye Scaglione & Thalia Esparza, Love Triangle., Doritos
- 2022 Silver ADDY Award**
Royce Jones, Human beings, Referee's after., Nike
- 2022 Silver ADDY Award**
Andrea Dunn & Skye Scaglione, 360 Service, Sweetwater
- 2022 Silver ADDY Award**
Adam Dellavecchia, Stephen Sinacori & Sydney Wickersham, The Call, Tile
- 2022 Silver ADDY Award**
Adam Dellavecchia & Jordan Goodman, The Fairy Tale's Over, Burger King
- 2022 Best of Show D Show Award**
Adam Dellavecchia, Skye Scaglione & Thalia Esparza, Love Triangle, Doritos
- 2022 Black D Show Award**
Adam Dellavecchia, Skye Scaglione & Thalia Esparza, Love Triangle, Doritos
- 2022 Silver D Show Award**
Adam Dellavecchia, Stephen Sinacori & Sydney Wickersham
Never Lose Your _____, Tile
- 2022 Silver D Show Award**
Stephen Sinacori & Adam Dellavecchia, Find Bang & Olufsen, Bang & Olufsen
- 2022 Merit D Show Award**
Adam Dellavecchia, Stephen Sinacori & Sydney Wickersham, The Big Game, Tile
- 2022 Merit D Show Award**
Adam Dellavecchia, Stephen Sinacori & Sydney Wickersham, The Drive, Tile
- 2022 Communication Arts Advertising Annual**
Find Bang & Olufsen, Bang & Olufsen
- 2022 Communication Arts Advertising Annual**
Andrea Dunn & Skye Scaglione, Imagine Something Wonderful, Adobe
- 2021 National Silver ADDY Award**
Jessica Bonello & Juliana Gearig, Everything Sweats, Megababe
- 2021 National Silver ADDY Award**
Johnny Spagnuolo & Kenta Tomeoki, #Imaginelf
- 2021 District 6 Gold ADDY Award**
Jessica Bonello & Emily Burke, DigiScouts, Girl Scouts
- 2021 District 6 Gold ADDY Award**
Jessica Bonello & Juliana Gearig, Everything Sweats, Megababe

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- 2021 **District 6 Silver ADDY Award**
Brianna Matway & Dana Glomski, Fear is Our Past, North Face
- 2021 **District 6 Silver ADDY Award**
Johnny Spagnuolo & Kenta Tomeoki, #Imaginelf
- 2021 **Best of Show ADDY Award**
Jessica Bonello & Emily Burke, DigiScouts, Girl Scouts
- 2021 **Gold ADDY Award**
Jessica Bonello & Emily Burke, DigiScouts, Girl Scouts
- 2021 **Gold ADDY Award**
Jessica Bonello & Juliana Gearig, Everything Sweats, Megababe
- 2021 **Gold ADDY Award**
Ethan Pestano, Cleo: A Mental Health App
- 2021 **Gold ADDY Award**
Ethan Pestano, Visa Groups, Visa
- 2021 **Silver ADDY Award**
Johnny Spagnuolo & Kenta Tomeoki, #Imaginelf
- 2021 **Silver ADDY Award**
Lauren Flynn & Max Stutz, Joyride, Spotify
- 2021 **Silver ADDY Award**
Jessica Bonello & Juliana Gearig, Stop Sweat in its Tracks, Megababe
- 2021 **Silver ADDY Award**
Brianna Matway & Dana Glomski, Fear is Our Past, North Face
- 2021 **Best of Show D Show Award**
Johnny Spagnuolo & Kenta Tomeoki, #IMAGINEIF
- 2021 **Black D Show Award**
Johnny Spagnuolo & Kenta Tomeoki, #IMAGINEIF
- 2021 **Silver D Show Award**
Jessica Bonello & Anthony Quitos, Dunkin' Dating, Dunkin'
- 2021 **Merit D Show Award**
Jessica Bonello & Juliana Gearig, Everything Sweats, Megababe
- 2021 **Merit D Show Award**
Ethan Pestano & Anthony Quitos, Twitch Together, Twitch
- 2021 **Merit D Show Award**
Johnny Spagnuolo & Ethan Pestano, Screen Time Well Spent, Duolingo
- 2021 **The New York Festival Advertising Awards Short List**
Adam Dellavecchia & Jordan Goodman, The Fairy Tale's Over, Burger King
- 2020 **National Silver ADDY Award**
Jessica Bonello & Anthony Quitos, Dunkin' Dating, Dunkin'
- 2020 **District 6 Gold ADDY Award**
Stevie Miller, Patrick Schaenzel, Cali Novak & Nick Maston
It's Your Game, Xenith
- 2020 **District 6 Silver ADDY Award**
Jessica Bonello & Anthony Quitos, Dunkin' Dating, Dunkin'
- 2020 **Best of Show ADDY Award**
Melissa Gallop, Imagination, Lego
- 2020 **Gold ADDY Award**
Melissa Gallop, Imagination, Lego

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- 2020 Gold ADDY Award**
Stevie Miller, Patrick Schaenzel, Cali Novak & Nick Maston
It's Your Game, Xenith
- 2020 Gold ADDY Award**
Jessica Bonello & Anthony Quitos, Dunkin' Dating, Dunkin'
- 2020 Silver ADDY Award**
Nick Maston, Infection, Defense Soap
- 2020 Silver ADDY Award**
Nick Maston, Fun Gus, Defense Soap
- 2020 Silver ADDY Award**
Melissa Gallop, Following George, Purell
- 2020 The One Show / Young Ones Awards – Silver Pencil**
Xaw Yang & Jennifer Rudziensky, BK Firefight, Burger King
- 2020 The One Show / Young Ones Awards – Merit**
Brianna Matway & Dana Glomski, FEAR IS OUR PAST, The North Face
- 2020 The One Show / Young Ones ADC Awards – Bronze Cube**
Melissa Gallop, Imagination, LEGO
- 2020 The One Show / Young Ones ADC Awards – Merit**
Nick Maston, FUN GUS, Defense Soap
- 2019 Best of Show D Show Award**
Nick Maston, Become an Expert in No Time, Kit
- 2019 Black D Show Award**
Nick Maston, Become an Expert in No Time, Kit
- 2019 Silver D Show Award**
Stevie Miller & Patrick Schaenzel, Know the Difference, The New York Times
- 2019 Merit D Show Award**
Danielle Johnston, Sugr Support, Diabetics
- 2019 Merit D Show Award**
Kenta Tomeoki & Ashley Edwards, Made for the Earth, Method
- 2019 Merit D Show Award**
Stevie Miller, Presenting Made Simple, Prezpro
- 2019 Adobe Design Achievement Awards – First-Ever Global Class of Top Talent**
Stevie Miller, Presenting Made Simple, Prezpro
- 2019 The One Show / Young Ones Awards – Silver Pencil**
Sara Showers & Casey O'Brien, #Order666, Burger King
- 2019 The One Show / Young Ones Awards – Merit**
Stevie Miller & Patrick Schaenzel, Know the Difference, The New York Times
- 2019 The One Show / Young Ones ADC Awards – Merit**
Ashley Ward & Cali Novak, Sprout, Plantable Pencils
- 2019 District 6 Gold ADDY Award**
Dana Glomski & Hannah Stephens, Customize Your Sole, Vans
- 2019 Best of Show ADDY Award**
Patience Young, Diva Cup
- 2019 Gold ADDY Award**
Dana Glomski & Hannah Stephens, Customize Your Sole, Vans
- 2019 Gold ADDY Award**
Patience Young, Diva Cup

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- 2019 **Silver ADDY Award**
Kenta Tomeoki & Bridgette Sorvala, Birthday, American Red Cross
- 2019 **Silver ADDY Award**
Kenta Tomeoki & Ashley Edwards, Made for the Earth, Method
- 2019 **Silver ADDY Award**
Kenta Tomeoki & Ashley Edwards, Made from the Earth, Method
- 2019 **Silver ADDY Award**
Sara Showers & Ciara Pope, Slice & Share, Domino's
- 2019 **Silver ADDY Award**
Steven Bregier & Rachel DeRieu, MatchMe, MeUndies
- 2019 **Silver ADDY Award**
Maxwell Franklin & Raphael Manigault, Overcome Overdose, CVS
- 2019 **Silver ADDY Award**
Jeremy Paczos & Madison Schiller, Prescription Swap, CVS
- 2019 **Silver ADDY Award**
Stevie Miller, Band-Aid Bros, Band-Aid
- 2019 **Silver ADDY Award**
Christiana Azmy, The Ritual, Juicy Fruit
- 2018 **The One Show / Young Ones Awards – Merit**
Francine Siew & Andrew Furca, The Opioid Outlook, The Weather Channel
- 2018 **The One Show / Young Ones Awards – Merit**
Maxwell Franklin & Raphael Manigault, Overcome Overdose, CVS
- 2018 **Silver D Show Award**
Sara Showers & Ciara Pope, Slice & Share, Domino's
- 2018 **Silver D Show Award**
Jess Keoshian, Reed Nowels & Casey O'Brien, Let Dad's Change, Pampers
- 2018 **Silver D Show Award**
Dana Glomski & Hannah Stephens, Customize Your Soul, Vans
- 2018 **Silver D Show Award**
Ashley Ward & Cali Novak, Sprout, Plantable Pencils
- 2018 **Merit D Show Award**
Maxwell Franklin & Raphael Manigault, Overcome Overdose, CVS
- 2018 **Merit D Show Award**
Francine Siew & Andrew Furca, The Opioid Outlook, The Weather Channel
- 2018 **Merit D Show Award**
Steven Bregier & Rachel DeRieu, Match Me, Me Undies
- 2017 **The One Show / Young Ones Awards – Merit**
Kenneth Senko & Jonathan Hurd, Social Brief: TOMS / World Emotion

SERVICE TO INSTITUTION & PROFESSION

Service contributions include institutional committee leadership, student recruitment and outreach, and external professional engagement aligned with CCS's mission and community partnerships.

Institutional Service (College for Creative Studies)

- Faculty Review Committee (2023 - Present)
 - Vice Chair (2023 - 2024)
- Sabbatical / Faculty Development Committee (2024 - Present)
- Chair Council (2021 - 2023)
- CCS Futures: Transfer Committee (2024 - 2025)
- Academic Performance Committee (2023 - 2024)
- Curriculum Committee (2020 - 2023)
- Academic Performance Committee (2020 - 2021)
- Academic Technology Committee (2018 - 2020)

External Professional Service & Community Engagement

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

Recruitment & Outreach (College for Creative Studies)

- South Lyon Community Schools Career Fair – CCS Representative
South Lyon, MI, March 2023
- South Lyon East High School Cougar Career Hour – CCS Representative
South Lyon, MI, February 2020
- Lutheran Northwest High School Career Day – CCS Representative
Rochester Hills, MI, January 2020

Juror / Adjudication Roles

- Courageous Persuaders Awards – Judge (2019)
- Courageous Persuaders Awards – Judge (2018)

Awards + Professional Community Engagement

- American Advertising Federation Greater Flint ADDY Awards
Student Awards Ceremony Support, 2024
- American Advertising Federation Greater Flint ADDY Awards
Student Awards Ceremony Support, 2023
- American Advertising Federation Greater Flint ADDY Awards
Student Awards Ceremony Support, 2022

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Invited Presentations & Speaking Engagements

- College for Creative Studies (CCS) – Courageous Persuaders Sponsor Award Presentation (2019)

PROFESSIONAL MEMBERSHIPS

Adcraft Club of Detroit

American Advertising Federation (AAF)

The One Club New York

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