

Chief Creative Officer | VP / Creative Director | Brand Strategy & UX Leadership

Creative professional with a 30+ year career in advertising, brand, and digital/UX work, including 20 years in Creative Director and Chief Creative Officer roles directing agency creative teams from concept through delivery. Client work spans national and global brands including Comcast, Bombardier, Samsung, Kellogg's, Johnson & Johnson, KIA, Marriott, and the FDA. Skilled at winning and growing client relationships and translating brand strategy into integrated campaigns across digital, social, content, and UX/UI. Six years of academic department leadership add further experience building teams, managing budgets, and developing talent. Currently expanding technical range in Figma, motion design, and AI-assisted creative workflows.

CORE STRENGTHS

Creative & Brand Strategy | Integrated Campaign Development | UX/UI Leadership | New Business Development | Team Building & Mentorship | Budget & P&L Management | Client & Stakeholder Relations | Curriculum & Talent Development

CREATIVE & BRAND LEADERSHIP

Chief Creative Officer

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

Founder of an independent creative consultancy providing brand strategy and creative direction across digital, social, mobile, UX/UI, and content development, as well as point of sale, direct mail, and print, primarily as a solo practitioner, engaging freelance specialists as needed. New business development, client strategy, and project execution across healthcare, finance, technology, hospitality, real estate, and consumer industries for clients including Comcast, Bombardier, Michigan First Credit Union, and Walsh College.

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.

Partner / Co-Chief Creative Officer

JohnnyMAC Studios, Detroit, MI.
2017 - 2024

Co-founded a creative and photography studio serving real estate and lifestyle brands. Led creative direction, business development, and client strategy.

Freelance Design & UX Lead

agencyQ, Washington, DC.
2016 - 2018

Led UX design and creative direction across digital platforms and brand systems for clients including the Washington State Bar Association, collaborating closely with strategy and development teams on user-centered design.

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VP / Creative Director

Carbon Media, Bingham Farms, MI.
2017

Led and mentored multidisciplinary teams, UX designers, digital designers, content developers, and engineers, directing creative strategy across ActionHub, OutdoorHub, and CarbonTV, and for clients including Cabela's and Chevrolet.

Creative Director

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

Led creative teams and strategic direction across integrated digital and social campaigns for national brands including FDA "The Real Cost," National Association of Realtors (HouseLogic), Samsung, LAVAZZA, and Beiersdorf (NIVEA, Eucerin, Aquaphor). Served on the agency's Director Committee and contributed to new business development.

Creative Director

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

Directed award-winning social and digital campaigns for Disney, ACCCE (Clean Coal), Chrysler, Dodge, Jeep, FIAT, Ram, Honda, Lifetime Networks, and the FDA (The Real Cost). Managed multidisciplinary creative teams and contributed to agency leadership and new business initiatives.

Digital Creative Director

PUSH 22, Pontiac, MI.
2010 - 2011

Co-managed the agency's creative team and led digital brand strategy across multiple accounts, including BASF, Covisint, Dassault Systèmes, Gabriel, and OSRAM. Directed a full rebrand and integrated campaign for Gabriel shocks within a 30-day timeline.

Digital Creative Director

BERLINE, Royal Oak, MI.
2006 - 2010

Member of the leadership team responsible for launching and managing the agency's digital and social practice, directing creative strategy across regional and national clients including DTE Energy, Comcast, Elio Motors, Greektown Casino-Hotel, Kelly Services, Total Health Care, Buffalo Wild Wings, and Wendy's. Created award-winning work for the Michigan State Fair and the Detroit Convention and Visitors Bureau.

Senior Art Director

BBDO Detroit, Troy, MI.
1992 - 2006

Developed national, international, and dealer advertising campaigns for Dodge, Chrysler, and Jeep across broadcast, print, digital, and experiential channels.

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ACADEMIC LEADERSHIP

Interim Department Chair, Undergraduate Advertising

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

2021 - 2023

Led academic and administrative operations for the Advertising program as its sole full-time faculty member: managed budget and staffing, hired and supervised adjunct faculty across 21+ courses, and launched a new Advertising Copywriting Minor. Grew industry partnerships to 6 sponsored studios in two years (Farmacy Food, Bryce Detroit, The Mitt), lifted graduate employment to 86% (2022) and 80% (2023), and guided students to 100+ national and international creative awards, including four Best of Show honors.

Assistant Professor

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

2018 - Present

Full-time faculty teaching Art Direction, Copywriting, Strategy, UX/UI, Motion, and Campaign Development. Designed and launched new coursework (Mobile UI/UX, Content Creation, Commercial Narratives) built around professional agency workflows, and mentored 33+ industry internships supporting student placement into agencies and in-house teams.

EDUCATION & CONTINUING DEVELOPMENT

Michigan State University, East Lansing, MI

Bachelor of Arts, Advertising (Art Direction & Design emphasis).

College for Creative Studies, Detroit, MI

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

Skillshare, Online

Continuing education: Figma, Adobe Premiere Pro, Adobe After Effects.

School of Visual Arts, New York, NY

Continuing education course in Visual Narrative.

HONORS & RECOGNITION

30+ industry awards across national and international competitions, including National and District AAF ADDY Awards, Effie Awards, London International Advertising Awards, New York Festivals Advertising Awards, IAC Awards (Internet Advertising Competition), Mobius Awards, and Facebook Studio Awards.

PROFESSIONAL MEMBERSHIPS

Adcraft Club of Detroit

American Advertising Federation (AAF)

The One Club New York

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