

JED DONOHOE Creative Director/Copywriter

More than 10 years in leadership roles

FROM ACD TO REGIONAL CD (DETAILS BELOW)

Around a dozen international awards

CANNES, CLIO, D&AD, LIA, DMA

Still in love with my craft

ALWAYS READY TO ROLL UP MY SLEEVES

Campaigns across all channels

SOCIAL, BROADCAST, DIRECT, ETC.

I love the advertising business and am equally at home bedding down a new client, mentoring the young 'uns or getting my hands dirty during a pitch. I lead easily, thrive on pressure and avoid the use of buzzwords like the plague.

WORK HISTORY

2011-PRESENT: RAPP Worldwide, Creative Director

BRANDS: Toyota, Bank of America, Nestlé, AARP, Mattel and Fleming's

CHANNELS: Social, web, CRM and DRTV **AWARDS:** DMA

2008-2010: Ogilvy Egypt, Creative Director

BRANDS: British-American Tobacco, Unilever, Procter and Gamble, Kraft

CHANNELS: Broadcast, print, outdoor

2006-2008: MiniMash, California, co-Founder

Everything associated with a boot-strap start-up

2004-2006: Ogilvy Singapore, Regional Creative Director

BRANDS: Motorola, The Economist, Pond's, Estée Lauder, Coca-Cola, Nike

CHANNELS: Broadcast, print, outdoor, guerilla **AWARDS:** Cannes, LIA

2003-2004: Ogilvy Taiwan, Regional Creative Director (Dove)

BRANDS: Dove, Taiwan Lottery, American Express Bank

CHANNELS: Broadcast

2001-2003: Ogilvy Indonesia, Creative Director

BRANDS: Sprite, Dove, American Express Bank, GlaxoSmithKline, Kraft

CHANNELS: Broadcast **AWARDS:** Cannes, D&AD, Clío

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