

# JAMES MURPHY

DIGITAL/HYBRID CREATIVE DIRECTOR

## CONTACT

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## AWARDS

Grand Clio

Clio

One Show Pencil

Webby

FWAs

MMA GOLD/Promotion

MMA GOLD/Product Launch

MMA GOLD/Brand Awareness

MMA SILVER/Innovation

International Web Page Award

Graphis Magazine Award

Macromedia Site of the Day

## EDUCATION

Pratt Institute, BFA in  
communication design

## LANGUAGES

French

## RGA EXECUTIVE CREATIVE DIRECTOR

10/2013 to 05/2016

ECD in the Conceptual Campaign group. Work with different groups globally within RGA on campaign and communication-based projects. Clients include Volvo, Samsung Mobile US, Google, and New business.

Won 7 pitches this year in NYC, and in collaboration with the Sydney, San Francisco and Chicago offices.

Collaborate with strategists to define strategy and messaging.

Created Volvo Reality, the first ever fully immersive virtual reality test drive app on Google Cardboard.

Set up the Samsung Mobile US digital business. Hired CDs, creative teams and account services. Set up production system including templates and briefs. Set the artistic direction.

Won multiple awards.

## BARBARIAN GROUP CREATIVE DIRECTOR

11/2010 to 10/2013

Pepsi, Jim Beam, Samsung, New business

Ran multiple lines of business, helped develop a creative department with a more diverse skill offering.

Managed multiple teams and worked directly with clients.

Pitched and won Pepsi and Jim Beam.

Created first ever fully integrated 360 bilingual campaign at the Barbarian Group.

Won multiple awards for design and innovation.

## EURO RSCG ASSOCIATE CREATIVE DIRECTOR

02/2007 to 10/2010

Heineken, New Business

Successfully lead and won the digital pitch for Heineken.

## FREELANCE ART DIRECTOR

2003 to 2007

G2: M&M's and Skittles

Deutsch: Tylenol

Digitas: American Express

## OGILVY DIGITAL ART DIRECTOR

2000 to 2002

IBM