

JOHN SHANLEY



Creative Director and Strategic Content Developer

who thrives on inspiring teammates, engaging audiences, and helping brands succeed.

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EXPERIENCE

Creative Director

customediabls

📅 August 2015 – September 2016 📍 Wayne, PA/Larissa, Greece

- Secured Ashland Chemical as new client with interactive, gamified US trade show presence, tripling booth traffic before being rolled out to global marketing.
- Branded Meeteor, a meeting-effectiveness software, from start-up ideation through beta and nationally successful launch; via website, motion graphics video, social media, and email.
- Established singular branding on one newly designed global website for multi-national genomics corporation, condensing five digital properties and content.

Creative Director

Netplus

📅 May 2008 – August 2015 📍 Philadelphia

- Revitalized Airborne brand and target, building engaged fans to 500K and boosting sales 20% with decreased media spend.
- Hired, trained and managed an internal social media department that opened doors to previously unreachable prospects.
- Multi-media “Recharge My Yard” campaign for Black + Decker’s cordless lawn tools became company’s most successful launch ever.
- Increased agency’s Creative Dept. revenue from 25% to 75% in four years.

Creative Director

G2interactive

📅 2007 – 2008 📍 Philadelphia/New York

- Concepted and developed interactive digital component to Campbell’s Chunky Soups NFL “Mama’s Boys” campaign.
- Developed cohesive online environment to support all M&M’S business units while providing a platform for long-term, engaging consumer experience.
- Developed groundbreaking Fishfulthinking.com with Pepperidge Farm Goldfish brand to help parents and kids address emotional awareness through learning activities.

Associate Creative Director/Senior Copywriter

MARC USA

📅 1998 – 2006 📍 Pittsburgh

- Helped lead Creative team that pitched and won the \$20 million PA Lottery account.
- Spearheaded P&G’s Thermacare digital product launch, realizing one of the most successful launch years in P&G’s history.

STRENGTHS

- ✓ Leadership through example
- ✓ Boundless imagination
- ✓ Mentoring and team builder
- ✓ Client empathy

PROUD OF

👥 Former interns & junior staffers

Who have successfully made their way in this business

📈 100% retention

For my teammates during 5 year period at Netplus

★ Pro-bono work

For Make-A-Wish and Epilepsy Foundation

EDUCATION

M.A. in Creative Writing/
Associate Professor

Boston University

📅 1996

B.A. in English

Metropolitan University of Denver

📅 1993

PHILOSOPHY

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τύχη ξύμφορος

Fortune favors the bold.

-Thucydides