

John Lesley Morton

copywriter | experiential strategist | storyteller



Skills + Programs

Analytics & Reporting

Trend Analysis

Brand Management

Photography & Video

Event & Project Management

Art Direction

Production & Stage Management

Creative Strategy

Adobe Creative Suite

Final Cut Pro

UX & UI Web Platforms

Streaming Platforms

ListServ Management

Garage Band

Profile

Strategy-driven thinker with 9+ years of experience in creative direction and branding, copywriting, production, and project management. Passionate about leading and being a part of solutions-oriented teams.

Career History

CREATIVE ASSOCIATE, STRATEGY
MKG CREATIVE AGENCY | NYC, NY

MAY 2022- PRESENT

Creative Strategist with a focus on brand experiential activations, leveraging demographic research to develop conceptual copy for presentation decks, external signage, and public consumption. Working with cross-functional teams ensuring vision is turned into reality.

Clients: Google, Meta, Target, Netflix, Hulu, Spotify, Sony, and more.

CREATIVE CONTENT DIRECTOR
THE LIGHT PRODUCTIONS | BROOKLYN, NY

JAN. 2022 - MAY 2022

Spearheaded creative vision for social verticals providing direction and/or leading content creation, copy, design, and video campaigns. Used analytics to optimize and grow following. Managed creative teams in weekly huddles while communicating candid and clear feedback throughout the creative process from ideation, and execution to final delivery.

CREATIVE + COMMS DIRECTOR
FCBCNYC | NYC, NY

AUG. 2017- JAN. 2022

Developed and executed brand identity refresh, including new logos, website, and mobile app, with a strong focus on UX and UI. Managed a team of 10 direct reports and 60+ volunteers, leading social strategy and copywriting, while overseeing content production and AVL. Proven ability to increase viewership and awareness on all platforms, generating press coverage and maintaining relationships with NBC, CBS, ABC, HLN, and local news outlets such as HOT97, FOX5, and PIX11 to promote and amplify messaging.

Education

Book180 | Copywriter

Jacksonville State University

B.A., Comms + PR,
Marketing Minor