

# PHILLIP MCCARTHY

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phillipmccarthy.com  
New York NY 10001

CREATIVE DIRECTOR & COPYWRITER

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## ABOUT ME

Senior/director-level creative marketer helping complex, high-end brands connect with the right audiences. Extensive experience in content marketing, copywriting, and storytelling in general for global market leaders, up to and including the Fortune 500. Brands have ranged from automotive to healthcare, while work has spanned digital to print.



## PROFESSIONAL EXPERIENCE

### CREATIVE DIRECTOR & COPYWRITER FREELANCE & CONTRACT

2018 - PRESENT  
NEW YORK NY

Freelance and contract creative director, content marketer, and copywriter. Clients have included local startups to Fortune 500 names like the healthcare giant Optum—a division of UnitedHealth Care—and Amazon.

#### Clients and Projects:

- ELA, Universal Studios, Amazon Web Services (AWS), Rivian, Boxed Water Is Better, Scholastic, Indigo Slate, AUDIENCECX, Thermador, and Optum Bank among others
- Rebranded Optum, the healthcare giant
- Relunched Amazon's connected eldercare service as Alexa Together

#### Optum Rebrand:

- Developed a brand voice and tone reflecting company values
- Implemented the new identity across all internal and external channels
- Conducted creative reviews to enhance marketing materials
- Established brand pillars for B2B and B2C messaging
- Improved Optum's value proposition communication
- Achieved an 80% increase in social engagement

#### Amazon Alexa Together and More:

- Directed the relaunch and rebranding of Alexa Care as Alexa Together
- Crafted a compelling launch video with consumer-centric messaging
- Led go-to-market brand messaging and creative for Hey Disney!
- Contributed to various Alexa-powered devices

### CREATIVE DIRECTOR CRITICAL MASS

2017 - 2018  
NEW YORK NY

Team lead and client partner on BMW USA at its social media AOR.

- Directed social media campaign for world debut of BMW X2 in Detroit, generating engagement levels over 40% higher than average
- Launched real-time Greenwich Village-targeted Twitter scavenger hunt/photo shoot for BMW sponsorship of David Bowie Is exhibit at the Brooklyn Museum, with 130 user-generated posts and 93% positive sentiment
- Managed a team of five

### ASSOCIATE CREATIVE DIRECTOR SPARK44

2016 - 2017  
NEW YORK NY

Content creator for Jaguar & Land Rover at its global AOR.

- Partnered with client sales leaders to create lead gen campaigns and promotional materials, improving response rates by 25% for both brands
- Work included print, digital, eCRM, direct mail, and social

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## PROFESSIONAL EXPERIENCE, CONTINUED

ASSOCIATE DIRECTOR OF SOCIAL MEDIA  
MUH-TAY-ZIK HOF-FER

2015 - 2016  
SAN FRANCISCO CA

Team lead and client partner on Audi of America at its social media AOR.

- Introduced new kinds of digital creative, including North American debut of second-gen Audi R8 supercar on Snapchat and introduced brand to gaming through an official XBOX tag
- Nurtured and continued to grow social fanbase on existing channels with content like the Audi lunar rover ("We liked the moon so much we put \*four\* rings on it")
- Managed a team of four

SENIOR SOCIAL MEDIA STRATEGIST  
RAZORFISH

2013 - 2015  
NEW YORK NY

- Led social media brand identity and product messaging for Mercedes-Benz USA; managed one direct report, three indirect resources, and additional creative resources as needed
- Developed trendsetting #MBphotopass program, reinventing how luxury auto brands approach visually driven social and achieving a 32% higher social engagement rate versus all global luxury competitors
- Integral part of launch and management of CLA: Take The Wheel campaign, earning an Effie Award and three MMA Global Smarties, and driving unprecedented traffic at Mercedes-Benz dealerships

SENIOR COPYWRITER  
RAZORFISH

2011 - 2013  
NEW YORK NY

- Led digital content development, social media campaigns, and eCRM demand generation programs for market-leading brands, including Mercedes-Benz USA, J.P. Morgan, Citi, and Chase
- Created an all-new brand voice for Mercedes-Benz USA, with engaging, storytelling-style social content that garnered industry-beating engagement in the luxury auto segment
- Increased followers on MBUSA's Facebook page from 80K to 2.8 million and earned double the average engagement percentage of any competing brand



## SIDE HUSTLE

CO-FOUNDER, PARTNER & EDITOR-IN-CHIEF  
BARNATO.CO

2022 - PRESENT  
NEW YORK NY

Co-creator of a more worldly and literate automotive media startup, sometimes described as Esquire meets the Neiman Marcus catalog.



## EDUCATION

TUFTS UNIVERSITY B.A. HISTORY • BOSTON UNIVERSITY M.S. COMMUNICATIONS



## EXPERTISE

BRAND BUILDING, BRAND MANAGEMENT, CONTENT CREATION, CONTENT MARKETING, CONTENT STRATEGY, COPYWRITING, CREATIVE BRIEFS, CREATIVE DIRECTION, CREATIVE STRATEGY, CREATIVE VISION, CROSS-FUNCTIONAL COLLABORATION, DATA ANALYTICS, DIGITAL MARKETING, INNOVATIVE THINKING, PITCHES & PRESENTATIONS, SOCIAL MEDIA MARKETING, TEAM LEADERSHIP, VENDOR MANAGEMENT, VIDEO PRODUCTION