

# PHILLIP MCCARTHY

New York NY • 781-266-8779 • phillip.mccarthy@gmail.com • linkedin.com/in/phillip-mccarthy

## PROFESSIONAL EXPERIENCE

---

**Optum (a division of UnitedHealth Group), New York NY** 2021 – Present  
**Brand Creative Director (contract)**

- Headed work to redefine one of the biggest names in healthcare
- Launched new Optum brand across all internal and external digital channels
- Developed new brand pillars to guide B2B and B2C messaging in line with new brand identity
- Conducted internal creative reviews with responsibility for improving and approving work

**Freelance Creative Director & Copywriter, New York NY** 2019 – 2021  
**Independent Contractor**

- Led copywriting, creative strategies, and digital asset production for top brands, including Amazon Web Services (AWS), The Walt Disney Company, Amazon.com, Rivian Automotive, and Amazon Alexa
- Worked closely with clients to develop and sell new creative concepts for social, web, and video content
- Relaunched Alexa Care, Amazon's connected elder care service, as the rebranded Alexa Together
- Drove brand messaging and creative for the Disneyland and Disney World introduction of Hey Disney!, an Alexa-powered "magical companion" for resort hotel guests

**Critical Mass, New York NY** 2017 – 2018  
**Creative Strategy Director**

- Team lead and client partner for BMW USA at its social media AOR; managed a team of five
- Directed social media campaign for world debut of BMW X2; engagement was 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

**Spark44, New York NY** 2016 – 2017  
**Associate Creative Director**

- Key content creator for Jaguar and Land Rover North America at its global AOR in print and digital
- Partnered with client sales leaders to create lead gen campaigns that improved response rates by 25%

**MUH-TAY-ZIK HOF-FER, San Francisco CA** 2015 – 2016  
**Associate Creative Director**

- Team lead on Audi of America at its social media AOR; managed a team of four
- 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

**Razorfish, New York NY** 2011 – 2015  
**Senior Social Media Strategist (2013 – 2015)**

- Led social media brand identity and product messaging for Mercedes-Benz USA; managed one direct report, three indirect resources, and additional creative teams as required
- Created trendsetting #MBphotopass program, reinventing how auto brands do visually driven social
- Integral part of launch and management of award-winning CLA: Take The Wheel campaign

**Senior Copywriter (2011 – 2013)**

- Led digital, eCRM, and social content development for J.P. Morgan, Citi, Chase, and Mercedes-Benz USA
- Produced engaging, storytelling-style social content for Mercedes-Benz USA, garnering industry-beating engagement and growing brand's Facebook followers by 3400% — not a typo

**Freelance Copywriter, San Francisco CA / Boston MA / New York NY** 2004 – 2011

## EDUCATION

---

**Boston University**, Boston MA  
Master of Science, Public Relations

**Miami Ad School**, Miami FL  
Copywriter Portfolio

**Tufts University**, Medford MA  
Bachelor of Arts, History

## SKILLS

---

Creative Direction	Project Management	Creative Briefs	Digital Marketing
Creative Strategy	Campaign Management	Brand Development	Pitches & Presentations
Concept Development	Client Contact	Strategic Insight	Consumer Trends