

# Jacob Ford

San Francisco, CA / 415.260.7076 / jford@flatfish.com / www.flatfish.com

Jacob is a San Francisco Creative Director with ample experience crafting multi-disciplined departments and distinct experiences. He has an inherent ability to merge disciplines challenging both traditional and digital roles. Moreover, Jacob has an established a history of award-winning work with tangible results through a progressive approach to marketing and integration. Essentially... building brands, growing teams & making cool stuff that sells.

## EXPERIENCE

2013 / Present

### **Creative Director / H&L Partners / SF**

- ▶ Oversee all agency digital production and campaign integration.
- ▶ Manage the development of broadcast, social & digital campaigns for Toyota and McDonald's.
- ▶ Streamlined the digital production and review process.
- ▶ Initiated a social video content program for Toyota.
- ▶ Worked with management to develop, brand and roll-out a company-wide internship program.

2009 / 2013

### **Creative Director, Digital / ATTIK / SF**

- ▶ Built an award winning digital department & integrated capability from the ground up.
- ▶ Managed a diverse and amazing team of creatives, designers and developers.
- ▶ Instrumental in new business wins with Boost Mobile, Lexus, Uniqlo & Under Armour.
- ▶ Managed international pitches in tandem with Attik London and the Dentsu Network.

2008 / 2009

### **VP, Creative Director / McCann Erickson / SF**

- ▶ Managed a multifaceted global campaign for Microsoft Office'07.
- ▶ Consulted across sister agencies (MRM, Universal McCann & T.A.G.) to help build integrated campaigns, pitches, media strategies and extensive digital experiences.
- ▶ Developed a creative position within Universal McCann media to build unique digital opportunities for Zune and Xbox.

2004 / 2008

### **Creative Director / Organic, Inc. / SF**

- ▶ Grew entertainment clientele and portfolio through a variety of award-winning campaigns with award winning campaigns.
- ▶ Lead and mentored teams responsible for Domestic and International advertising for Warner Bros., 20th Century Fox, Sony Pictures, Choice Hotel's & Bank of America.
- ▶ Initiated cross-company training initiatives for video, online advertising and production.
- ▶ Established a mentoring and internship program with the Academy of Art University.

2003 / 2004

### **Associate Creative Director / Publicis Dialog / SF**

- ▶ Supervised all of Sprint's online B-to-B and Private Sector advertising.
- ▶ Responsible for developing integrated campaigns for Sprint, Hewlett Packard, Garnier, Whirlpool & Microsoft.
- ▶ Worked with department leads to institute a common server structure that allowed for easy archiving & scalability across disciplines.

1999 / 2002

### **Sr. Art & Design Director / Foote, Cone & Belding / SF**

- ▶ Managed multiple creative teams in addition to design and production studio.
- ▶ Developed a comprehensive Interactive Process with key discipline leads.
- ▶ Developed award winning integrated campaigns for Taco Bell, Sega, Hewlett Packard, Compaq, Blue Shield, Janus, Dockers, Avaya, MLB.

## AWARDS

Jacob has been recognized with a variety of industry awards including the Clios, London International Advertising, PMA Reggie, AD:Tech, ADDY's, OMMA, Internet Advertising Competition, Web Marketing Association WebAward, FWA, Telly and The One Show

## EDUCATION

2003 San Francisco State University - Bachelors of Arts in Cinema

References available upon request