






# JIM HARRINGTON

CREATIVE DIRECTION

 Call or text: 617.688.1178

 designjbh@gmail.com

 linkedin.com/in/jharring

 harrington-creative.com

## SPECIALITIES

-  Digital Marketing
- TV & Digital Video
- Content
- Events
- Social
- New Technology
- UX
- Websites
- Print
- Promotions

## AWARDS

-  Cannes Promo Lions
- The Webby Awards
- Effie Awards
- OMMA Awards
- REGGIE Awards
- The Shorty Awards
- ECHO Awards
- Hatch Awards
- MITX Awards
- FWA Site of the Day



## OVERVIEW

As a proven senior creative leader, I have led and managed teams to produce compelling content and experiences across various media channels. I have honed my creative direction and management skills throughout my career by creating digital, print, broadcast, promotions, experiences, and integrated campaigns for renowned brands. I thrive when challenged and have consistently taken on new responsibilities — driving design, pushing ideas, and providing smart solutions while fostering strong client relationships.



## PROFESSIONAL CAREER

**Creative Director @ The Cigna Group** **2021-Present**  
Currently lead cross-enterprise creative and large brand-led initiatives, including integrated campaigns, videos, events, and recently the rebranding Cigna and its subsidiaries.

**Freelance Creative Director / Brand Consultant** **2019-2021**  
Partnered with clients to improve their strategy, build their brand, and refine their user experiences. Providing complete marketing, creative, and design solutions for clients and small agencies.

**SVP Group Creative Director @ GroupeConnect / Digitas** **2016-2019**  
Member of the agency's senior leadership team and manager of a 30+ people creative team for the 100MM+ Bank of America/Merrill Lynch account. Responsible for creative relationship with senior clients and overseeing the brand across majority of products and divisions. Partnered with multiple agencies to rebrand of Bank of America and it's companies.

**VP Group Creative Director @ Digitas** **2013-2016**  
Key partner in launching and leading the first-ever agile marketing team for P&G, and first at Digitas — creating daily relevant content across multiple channels on quick turn-around and limited budget.

**VP Creative Director @ Digitas** **2011-2013**  
Led digital creative team for Duracell and Tide — the flagship of the P&G brands. Managing the brands across multiple products/divisions.

**Associate Creative Director @ Digitas** **2008-2011**  
Managed all digital creative for GM's Buick brand. Prior to that, part of a branded entertainment team creating award-winning activations in partnership with high profile properties, including the NCAA Pontiac Game Changing Performance, and the Oprah Pontiac G6 giveaway.

### EARLY EXPERIENCE

**Senior Art Director @ Digitas, Boston MA** **2001-2008**

**Art Director @ Digitas, Boston MA** **1999-2001**



## VOLUNTEER EXPERIENCE

**Instructor of Creative Concepts @ The Ad Club, Boston**  
Worked with upcoming creatives on their professional development.



## EDUCATION

**College of Art & Design @ Rochester Institute of Technology**  
B.F.A. Graphic Design