

Michael Walsh

Associate Creative Director • Brand Builder • Award-Winning Creative Leader
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Work Experience

Senior Art Director FIVE19

November 2024 to Present

Oversaw simultaneous high-profile video productions, website builds, and integrated campaigns across multiple clients. Translated agency's specialization in senior living marketing into the "Never Feel Old" brand platform through messaging, identity and cross-channel storytelling.

Associate Creative Director The King Agency

August 2022 to November 2024

Led agency rebrand, positioning and integrated campaigns that elevated market perception, drove new business growth, and contributed to the agency's successful acquisition. Directed multidisciplinary teams and managed projects from concept to production.

Associate Creative Director Freelance

November 2020 to July 2022

Delivered creative direction and concepting for clients including Deloitte, Havas NY, Leo Burnett, Zeno Group, and Potential Energy across healthcare, pharma, B2B, higher education and fintech clients. Led integrated campaigns spanning digital, social and video.

Associate Creative Director Familiar Creatures

December 2019 to November 2020

Developed break through creative work, honed internal agency brand and contributed to new business wins as a foundational member of a startup challenger agency. Many hats worn: graphic design, art direction, UX, project management and production coordination.

Senior Art Director Digitas

November 2014 to November 2019

High-performing member of cross-functional team behind digital and traditional campaign work for GM, Bank of America, Dunkin', American Express and CVS. Lead Art Director of JFK Moonshot, a first-of-its-kind full-scale AR re-creation of the Apollo 11 mission.

Art Director MullenLowe

April 2013 to November 2014

Created social-first and integrated campaign work for Century 21, U.S. Cellular, Fox Sports, and Capital One. Delivered creative media spanning digital, print, UX and broadcast in fast-paced agency environment. Participated in multiple successful new business pitches.

Jr. Art Director Arnold Worldwide

June 2012 to January 2013

Supported concepting, graphic design and production for Jack Daniel's, Panasonic, Titleist, and University of Phoenix. Built foundational experience in integrated advertising, brand storytelling, branding and 360 campaign development.

Education

B.F.A., Visual Communication Design May 2012
Virginia Tech, Blacksburg, VA

B.A., Communication May 2011
Virginia Tech, Blacksburg, VA
Magna Cum Laude, Commonwealth Scholar

Tools

Adobe Creative Suite, Photoshop, Illustrator, InDesign
Figma, Keynote, Webflow, Mailchimp, Asana, Monday, Microsoft Office
Suite (Word, Powerpoint, Excel, Outlook), Google Workspace (Docs,
Sheets, Slides, Drive, Gmail), Slack, Dropbox, Canva

Skills

Art Direction, Creative Direction, Graphic Design, Branding, UX, Digital
Marketing, Interactive Advertising, Campaign Development, Social Media
Marketing, Marketing Communications, Concept Development, AI

Awards

Cannes Lions - Gold, Silver
The One Show - Silver (2), Bronze (6), Merit (3)
DA&D - Graphite (3), Wood
Effie - Silver
Communication Arts - Award of Excellence
ANDYs - Gold
Epica - Gold, Silver, Bronze
Art Directors Club - Bronze, Merit
Webby Awards - Webby For Good, People's Voice (2)
Shorty Awards - 8 time winner
The Richmond Show - Best of Show (2)
The Ad Club - Gold (2), Silver (9), Bronze (3), Merit (5)
ADDY - Best of Show, Gold (3), Silver (3)
Eagle Scout Award - 2004

References available upon request.