

James McDougall

Creative Director | Copywriter | Portfolio: jemcdougall.com

About me

I am an accomplished Creative Director and Copywriter with over 20 years of digital, traditional, brand, social, broadcast, and CRM marketing communications experience.

EXPERIENCE

Partner, Creative Director. SMITH+MASON Co. 2022-Present

As agency Creative Director and partner, I oversee the entire creative output of the agency while managing the day-to-day operations of the business. We specialize in digital communications and advertising, my primary responsibilities are focused on the work and personnel – working with 3rd party suppliers, agency and client partners. I also do all the copywriting.

Group Creative Director. PUBLICIS TORONTO. 2019-2021

Reporting to the VP ECD, managed the digital and CRM product for a select group of clients, including Citibank and Canada Post. In this role I worked with strategy and planning to craft briefs and define measures of success. I also maintained a productive relationship with clients and key stakeholders.

Creative Director Digital/Social. PUBLICIS CANADA. 2015-2019

Promoted to Digital Creative Director, I had the opportunity to share my digital expertise with the agency's existing and new clients. Lead the department in all areas of digital advertising and content output.

Copywriter / Associate Creative Director. PUBLICIS MODEM. 2009-2015

Promoted to ACD after successfully demonstrating a proven ability to lead creative teams in the development and delivery of digital campaigns. Managed the day-to-day output of 3-4 creative teams on top of copywriting duties.

Senior Copywriter. PUBLICIS MODEM. 2008-2009

Lead copywriter on Rogers Canada digital. Responsible for all digital creative output including all Online Ads: banners, pre-roll, rich media ad unites, DM and social content. Writing for web: microsite content as well as CRM/Email.

Copywriter McCANN ADVERTISING. 2003-2008

Lead writer for General Motors Canada, I conceived and wrote digital ads, DM, emails, and website copy for all nameplates. I actively worked on all major vehicle launches and wrote episodic online and offline content for The GM Truck Owners Network.

Freelance Writer 2001-2003

From eCRM and email writing, to corporate proposals and scripts I did it all. Clients included Rogers, Fedex USA and DELL Canada. I was also a regular contributor to MobilMag tech blog, reporting on everything from solid gold flip phones to video games.

EDUCATION

Concordia University Montreal, Bachelor of Arts, History. 1991-95

John Abbott College, Montreal. D.E.C. Social Science 1988-91

Loyola High School, Montreal. 1983-88

SKILLS

Advertising & Marketing. Copywriting. Creative Direction. Content creation. Fluent in English and French.

29 Manning Avenue. Toronto, ON M6J 2K3 jamesmcdougall29@gmail.com 416.419.3940