

jason mccurry

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About

In the 20+ years I've been in advertising, I've sold shoes, ski mountains, food, lots of beer, financial service companies, lawyers, vacation destinations, ways to get to those destinations and the State of Vermont. And, I was once the social media voice of a spokesduck. I've been the worker. I've been the boss. I've worked traditional. I've worked digital. I understand those differences are minimal if you have a good idea. I've learned that the best way to lead a team is to be a part of it. That the best ideas can come from anywhere and anyone. And that titles—while impressive—don't mean nearly as much as selling those shoes, or ski mountains or whatever.

Experience

Small Mammal, **Partner/Creative Director/Writer**

May 2010 - Present

Clients include: SBLLI, Burke Mountain, Jay Peak, BlueTarp Financial, State of Vermont, Abnormal Security, Aliaswire

Almighty, **Associate Creative Director/Creative Director**

Apr 2008 - May 2010

Clients include: Jay Peak, New Balance (digital AOR), Sophos, TJX Companies

The VIA Group, **Associate Creative Director**

Dec 2006 - Dec 2007

Clients include: Hood Dairy, Boston Beer (Twisted Tea), Monster.com, TD Banknorth, Maidenform

ISM, **Associate Creative Director**

Mar 2006 - Dec 2006

Clients include: Barbados Tourism, Emirates Airlines, AMEX Travel, Mayakoba Resorts, Best Western

Other, **Copywriter**

Clients include (through various agencies): Aflac, Anheuser Busch, Red Hook Beer, Sapporo Beer, The Hartford, Intercontinental Hotels, State Street Global Advisors, Pernod Ricard (multiple brands), Unreal Candy, LogMeIn, Zaxby's, TracFone, Goodyear Tires

Education

The Portfolio Center, Atlanta, GA - Copywriting

The Ohio State University - BA Journalism