



**John McTague**

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**Over 30 years experience in entertainment marketing and design, with a focus on team leadership, project management, and highly skilled, hands-on graphic design**

## ■ EXPERIENCE

### Project Management

- Extensive experience leading diverse creative teams in deadline driven environments.
- Managed the development of multi-phased marketing campaigns from concept through finished campaign.
- Primary creative liaison, representing the company at development meetings and work presentations.
- Supervised artists, copywriters, photographers and outside creative agencies, including negotiating fees and schedules.
- Worked closely with cross-functional teams to develop and implement effective multi-phased marketing strategies.
- **As Director of Creative Services at Disney** I assembled and managed the core team of the new in-house theatrical art department, and supervised the development of all marketing campaigns, including outside art/production agencies who provided support services.

### Graphic Design/Art Direction

- Designed and directed award-winning art, from concept through finished campaign (posters, logos, ads, ooh, collateral and digital).
- Supervised domestic and international photo shoots, directing photography and talent, as well as interacting with clients and industry executives, to achieve the needs of the prescribed marketing plans.

## ■ EMPLOYMENT

- |                                |                                     |             |
|--------------------------------|-------------------------------------|-------------|
| ■ NBC Digital & Print Creative | Sr. Art Director                    | 2004 - 2021 |
| ■ Red Hand Design              | Creative Director /Sr. Art Director | 2001 - 2004 |
| ■ Graffik Jam                  | Creative Director/Sr. Art Director  | 1996 - 2001 |
| ■ Aspect Ratio Design          | Sr. Art Director                    | 1992 - 1996 |
| ■ Walt Disney Pictures         | Director of Creative Services       | 1990 - 1992 |
| ■ DAZU                         | Sr. Art Director                    | 1988 - 1990 |
| ■ Sprios Advertising           | Sr. Art Director                    | 1985 - 1988 |

## ■ AWARDS AND ACKNOWLEDGEMENTS:

- ProMax Awards: Celebrity Apprentice (2011), Undercovers (2011), (3) Heroes (2008)
- Key Art Awards: Rocketeer (1991), Pretty Woman (1990)
- Cover of Graphis Magazine: Rocketeer (1992)
- Featured in Graphis Posters: Rocketeer (1992)
- Graphis "Great Examples of Typography": Rocketeer (1992)

## ■ EDUCATION:

- BFA, Tyler School of Art, Temple University, Philadelphia, PA

