



MICHAEL WASHINGTON

Executive Creative Director

michael-washington.com hello@michael-washington.com

Areas of Expertise

Concept Development Creative Marketing Visual Storytelling Post-Production
Copywriting Leading Cross-Functional Teams Live Action Directing/Production Social/Digital Media

Industry Awards & Recognitions

- The One Show - Silver Pencil Winner
- American Advertising Awards - Gold Winner
- 2 x American Advertising Awards - Bronze Winner
- ADWEEK Experiential Awards - Winner
- 2 x Telly Awards - Gold Winner
- 2 x Telly Awards - Silver Winner
- 2 x CLIO Entertainment Awards - Gold Winner
- 2 x CLIO Entertainment Awards - Silver Winner
- 5 x CLIO Entertainment Awards - Bronze Winner
- Golden Trailer Awards - Winner
- Webby Awards - People's Voice Winner
- CLIO Entertainment Awards Jury Chair
- CLIO Entertainment Awards Juror: Digital/Mobile & Social

Professional Experience

Executive Creative Director - Propel Fitness Water || Invisible North - Contract

Oct 2023 - Present

- Conceptualized, led the creative work, and directed on-set production teams for the Propel Fitness Water 2024 social product and brand narrative campaigns

Director & Creative Consultant || Freelance

Jun 2018 - Present

- Worked as a freelance Director and Creative Consultant on AV branded content, music videos, and commercials
- As a Director: articulated my creative vision and goals for a project to talent and production teams including live-action on-set production crew, editorial, visual effects, and sound design to execute a creatively unified final product
- As a Creative Consultant: assisted producers by providing guidance during pre-production and production as well as providing feedback and revisions on edits to maximize viewer engagement

Creative Director - Custom Content || Trailer Park Group

Aug 2022 - Oct 2023

- Translated marketing objectives into creative strategies and directed multiple cross-functional teams into production
- Managed a team of producers, writers, editors, and designers in executing innovative and compelling content
- Directed on-set production teams and talent to achieve creative goals
- Informed creation of production and post-production budgets and schedules guided by creative

Creative Director || Narrator, Inc.

May 2019 - Aug 2022

- Led the creative direction of promotional materials including teasers, spots, featurettes, and original multi-media content for studio clients on feature film advertising campaigns and home entertainment projects
- Supervised the creative work and plans across all departments including production, design, editorial, and sound
- Successfully expanded business opportunities by transforming the company's reputation from focusing solely on behind-the-scenes home entertainment content to creating exceptional advertising and film marketing

Art Director || Narrator, Inc.

Apr 2017 - May 2019

- Led a team of designers and animators on the creation of visual material for a high volume of creative campaign types including AV, digital, social, home entertainment, and print
- Coordinated with global teams for multilingual graphics, translations, and deliverables

Education

Savannah College of Art and Design (SCAD) || B. F. A. Film and Television, Directing Focus

- Artistic and Academic Combined Honors Scholarship Recipient
- Dean's List