

# Michael Ashton

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## Experience

**Award-winning advertising creative with 18+ years of experience crafting high-quality insightful ideas. Launched campaigns across AR, TV, OOH, branding, design, and games.**

**Specializes in creative leadership for ultra-modern storytelling. Leads teams creating film, real time 3D, AR, AI, brand design. Creative leader, awards judge, news headline maker, do-er.**

### Elephant New York

- ↳ **Group Creative Director** 2022
- ↳ **Senior Creative Director** 2021
- ↳ **Creative Director** 2019

Managed teams of Creative Directors, Writers, Art Directors, Designers, Editors, Motion Artists. Delivered high-quality creative work for clients such as Apple, EA, FX, JKBX, Grayscale, Morgan Stanley, Peacock, Sky, Xfinity, and partnership brands Disney+, Team USA, and Hulu. Transformed Xfinity Retail — tweets likened it to the 'DMV'; now it's equated to an 'Apple Store.' Helped 'Improve' or 'Exceedingly Improve' customer brand perception following visit to Xfinity. Launched 5 arcade games in over 150 locations with benchmark-beating engagement metrics. Enabled Americans to Meet Team USA Olympians and Paralympians with augmented reality. Lead creation of design system for EA's The Sims, giving 'order' to their self-described 'chaos.' Conceptualized pitch-winning ideas, like a conversational UI that finds your perfect color. Attended shoots in over 7 locations, collaborating directly with Directors and Photographers. Built strong and authentic relationships with production partners, vendors, freelancers, and clients—with outstanding Agency Evaluation scores.

### The & Partnership New York

- ↳ **Creative Director** 2018
- ↳ **Associate Creative Director** 2017

Recognized at Cannes Lions for raising awareness for adult illiteracy with Literacy Partners. Won awards for a campaign to fight ageism with Chico's—with film, digital product, and social. Encouraged teams to overdeliver by transforming a brief for a billboard into an activation. Launched a farm inside a shipping container—it grew real food that was donated to charity, Huff Post said of it "There's an entire futuristic farm in this shipping container, and it's RAD." Managed creatives, involved with hiring process, ran The & Partnership Intern Program. Created highly crafted campaigns for Captain D's, Chico's, Kronenbourg beer, The Wall Street Journal, The Whitney Museum of American Art, and more.

### BBH New York

- ↳ **Copywriter** 2016

Writer on TVCs, social videos, OOH, and print for Amazon, PlayStation, Brighthouse Financial. Work was seen up on Times Square billboards over 100ft tall, on millions of US televisions, and from hundreds of thousands of cars along freeways. Mentored creative interns in the BBH Barn.

### WCRC London

- ↳ **Creative** 2015

Created global television campaign for King games that was translated to over 10 languages. Reframed UK crossing guards as hi-tech child pedestrian safety heroes.

## Experience continued

**Freelance** @ DDB, BMH, Host in Sydney

↳ **Senior Copywriter, Senior Creative** 2015

**DDB** Sydney

↳ **Senior Creative** 2013

↳ **Creative** 2012

↳ **Interactive Art Director** 2011

**Trophy Room Gallery** Sydney,

↳ **Artist In Residence** 2012

**Circul8** Sydney

↳ **Art Director** 2009

↳ **Senior Designer** 2008

↳ **Interactive Designer** 2007

**Cadence Innovations** Gold Coast, Australia

↳ **Founder / Designer** 2006

**P Magazine** Gold Coast, Australia

↳ **Co-Editor / Writer** 2005

## Education

Academic Equivalent in the United States. Expert opinion evaluation of work experience:

**University of Bridgeport, Ernest C. Trefz School of Business**

↳ **Equivalent of Bachelor's Degree in Advertising** (Available for visa)

Formally attended:

**Bond / DesignWorks College Southbank Institute** Australia, 2004

↳ **Diploma of Printing & Graphic Art** (Graphic Prepress Digital Production)

**SAE Institute, Sydney** Australia, 2010

↳ **Certificate III Music** (Electronic Music Production)

**AWARD School** Sydney, Australia

↳ **Advertising** Completed Ranked Top 10

## Awards

Volkswagen 'Genuine Parts' — Spikes Asia Gold, Silver, 2X Bronze, One Show 2X Finalist, A.W.A.R.D 3 X Bronze. Greenpeace 'Action Pact' — Aimia Gold, Desktop Magazine Create Awards Silver, B.A.D Awards Silver, Webby Official Honoree. Westfield and Woolmark 'Fashion by Feelings' — The FWA Site of the Day, Dope Awards Gold, W3 Gold. Literacy Partners 'Unreadable Books' — Cannes Lions Shortlist. Chico's 'How Bold Are You' — Shortys Finalist, O.M.M.A Awards Gold. Murdoch Children's Research Institute 'Birthday Video' — Cannes Young Lions Winner Australia. Prodigy Films 'Website' — AIMIA Finalist. Telstra 'Home Buddies Bundle, Always On' — Effie Silver, ADMA Silver. Tourism Queensland 'Koalapult' — UK Travel Marketing Awards Best Viral. Greenpeace 'Send A Whale' — Webby Winner. EA The Sims 'Digital Design System' — Webby's Nominee.

## Skills

Creative leadership. Creative direction. Creative strategy. Mentorship. Client relationships including presenting, pitching, and production. Vendor communication with Directors, Photographers, Editors, 3D motion graphics artists. Award winner and judge. Public speaker.

Advertising. Concept Development. Brand Development. Augmented Reality. ML and generative AI tools. Rapid Prototyping. Digital Marketing. Social Media Marketing. User Experience (UX). User Interface Design (UI). Game development. Graphic Design. Web Design. Typography. 3D comps. Video Editing. Award-winning case study production. HTML. CSS.

Adobe Creative Suite. Photoshop. Illustrator. Premiere. After Effects. Figma. Snap Lens Studio. Meta Spark AR. Stable Diffusion AI. MidJourney. RunWay ML. UE5. Blender. Ableton Live.