

JOHN KNECHT

www.knechtandco.com

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WORK

- 2016 - present **FREELANCE**, Creative Director / Film Director / Writer
APPLE, eBAY, ONE.org, MICHELOB (Super Bowl + Oscars),
FACEBOOK, ALLSTATE, AMAZON, INTEL, ASTRAZENCA
- 2015 - 2016 **McCANN**, New York & Seattle - *Executive Creative Director*
MICROSOFT, COCA-COLA, UNITED AIRLINES, SKYY VODKA
- 2014 - 2015 **SOMEBODY Productions**, Seattle - *Founder, Executive Creative Director*
ACER, MICROSOFT, SILVER JEANS CO., LUMIND FOUNDATION
- 2012 - 2014 **BBDO**, New York - *Creative Director / Writer*
AT&T, STARBUCKS
- 2008 - 2011 **CAVIAR CONTENT**, Los Angeles - *Film Director / Writer*
BUSHMILLS, CARL'S JR., FUNNYORDIE, MICROSOFT, TOYOTA
- 2006 - 2008 **HSI PRODUCTIONS**, Los Angeles - *Film Director - Writer*
ADIDAS, BUDWEISER, IAA, FUNNYORDIE
- 2005 - 2006 **180 AMSTERDAM**, Netherlands - *Senior Copywriter*
ADIDAS, AMSTEL, MOTOROLA, OPEL
- 2002 - 2005 **GOODBY, SILVERSTEIN & PARTNERS**, San Francisco - *Senior Copywriter*
HP, SATURN, BUDWEISER

SCHOOL

- 1990 - 1994 Seattle University, Seattle, Washington
Bachelor of Arts – Journalism

SKILLS

- Directing creative teams and collaborating with clients with transparency, vision and passion.
- International expertise writing, developing and directing advertising and branded content.
- Award-winning and proven results leading marketing campaigns across myriad media platforms.
- Significant experience directing talent on set - TV commercials / music videos / digital media campaigns.
- Adept at working with celebrity talent - from film stars to business leaders to world-famous athletes.
- Quick-thinking and adaptability to change, operating within challenging budgets and compressed timelines.

NICE THINGS

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| Cannes Lions Grand Prix & Titanium 2022 | Guest Speaker - BBDO Director's Lounge |
| Cannes Lions Grand Prix & Titanium 2021 | British Arrows Diploma International |
| Cannes Bronze Lion 2004 | The New York Festivals - 3 X Gold & Silver |
| D&AD - Graphite & Wood Pencils 2021 | EPICA Finalist - Silver |
| The One Show - Silver Interactive Awards | International ANDY - Bronze |
| The One Show - 3 x Gold Pencils | Multiple EFFIES |
| The One Show - Silver Pencil | AdAge's 2004 Campaign of The Year |

FOR GOOD

- Creative Director & Writer for Bono's ONE.org global COVID awareness campaign
Pro Bono Creative Director to the LuMind Foundation for Down Syndrome Research
Pro Bono Creative Consultant to the Northwest Center
Film Judge - National PTA Reflections Arts Program

PORTFOLIO

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LINKEDIN

<https://www.linkedin.com/in/thejohnknecht>