



JASON SIFRE

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EDUCATION

BOSTON UNIVERSITY | Boston, MA

Advertising | College of Communication

- Graduated May 2011 | 3.5 GPA | Cum Laude
- Dean's List junior year, including 4.0 spring semester

EXPERIENCES

BOSTON UNIVERSITY ADLAB | Boston, MA

VP Interactive Services | September 2010 – May 2011

Interactive Designer | January 2010 – May 2010

- Awarded Best Interactive Designer and Best in Show for best overall project
- Elected as VP of Interactive Services for both semesters of my senior year
- Oversaw two supervisors, and managed all accounts requiring creative/interactive work

OPTION:R ADVERTISING SCHOOL | Boston, MA

January 2009 – May 2009

- Hands on nine-week creative seminar taught by David Register, EVP, Creative Director at Arnold Worldwide

Photoshop | Illustrator | InDesign

Flash | Dreamweaver | Final Cut | Premiere | Keynote

WORK HISTORY

OCTAGON | New York, NY

Associate Creative Director | June 2019 – Current

- Concept and art direct brand programs, experiences and content across platforms for tentpole moments in sports, culture and entertainment
- Amplify sports and cultural based insights to unlock rich and authentic creative territory for brands to create a defining moment of their own amongst the clutter

UNIVERSAL MCCANN | New York, NY

Associate Creative Director | June 2017 – June 2019

- Concepted and directed content for digital, video and emerging platforms to help brands navigate the convergence of creative and media
- Creative consultant, transforming brand identities across platforms, and advising clients on disruptive, data-driven creative
- Managed two teams of Art Directors and Copywriters

M&C SAATCHI MOBILE | New York, NY

Art Director | June 2016 – June 2017

- Creative lead for US offices—team manager and representative in client pitches
- Digital campaign concept and design for mobile, desktop and social platforms

UNDERTONE | New York, NY

Senior Creative Designer | February 2016 – June 2016

Creative Designer | July 2014 – February 2016

Associate Designer | July 2013 – July 2014

- Concepted and designed creative executions for in-market campaigns
- Executed countless creative mocks to continually drive new business
- Managed creative campaign work for creative and media agency partners
- Lead designer on website relaunch and brand refresh
- Directed reel and aided in the launch of PIXL Studios—Undertone's creative studio

FOOT LOCKER INC. | New York, NY

Web Designer | April 2012 – July 2013

- Designed internal magazine distributed bi-monthly, worldwide, 25,000 copies/issue
- Content manager and designer of internal website
- Produced branded loyalty and promotional e-mails

MAC COSMETICS, FOOT LOCKER INC., SHERMAN ADVERTISING | New York, NY

Freelance Graphic, Web, and Production Designer | November 2011 – April 2012

- Produced animated banner ads, designed riser boards and retouched imagery
- Designed branded e-mails and in-store collateral

INTERNSHIPS

DIGITAS | Boston, MA | *Creative Intern* | June 2010 – September 2010

MULLEN | Boston, MA | *Digital Production Intern* | January 2010 – May 2010

TRIBAL DDB | New York, NY | *Creative Intern* | June 2009 – August 2009