

Ted McCagg • Creative Director/Writer

Freelance Creative Director Portland, OR/New York
October 2011 – Current

Agencies: Deep Focus, Hush Studios, Weiden & Kennedy, Razorfish, and Google.
Clients: Google, Microsoft, GE, Target, Purina, Web.com, KEXP, Pic Monkey.

R/GA Creative Director San Francisco
October 2009 - Sept, 2011

Clients: Taco Bell, Logitech, Nike, Unilever (Degree for Men, Degree for Women),
Weather Underground, Google, Oblong Industries, Walmart

Freelance Creative Director New York, Seattle & SF
June, 2005 – October 2009

Agencies: McCann, Razorfish. Doremus, Y&R
Clients: Microsoft, Mindset Media, Dreyer's, United Technologies, Chevron

The Helm Agency Creative Director New York
January, 2005 - June, 2005

Clients: MBNA, MDS, NYC Horror Film Festival

Young & Rubicam Assoc. Creative Director New York
1997-2005

Clients: AT&T, Sony, Pella Windows, United Cerebral Palsy, 7UP, Bronx Zoo,
NFL/United Way, NYC Mayor's Commission To Combat Domestic Violence

Other Work

Roshomedia Founder New York
2014- Present

A production company/agency focused on creating "social media storytelling" that uses the social, sharing, and commerce platforms of the web to tell extended fictional stories, all while integrating advertising into posts to create truly native advertising.

Education

Harvard University Cambridge, MA
1989-1993

Degree: B.A. Visual & Environmental Studies

Contact

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