

James Gough

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1037 Naranjo Dr
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Employment Experience

Founder/Creative Director

Overactive Creative LLC - Georgetown, TX

2020 – present

- Directed, wrote, designed, produced, animated advertising, video, digital and traditional projects/campaigns for start-ups and global brands in the health, digital, b2b, consumer and financial industries.

Contract Creative Director

Silicon Labs - Austin, TX

Feb 2023 – Nov 2023

- Led and managed a team of designers, videographers and animators to develop campaigns, promotions, content and videos
- Oversaw brand design implementation and evolution and initiated processes to ensure brand continuity

Creative Director

Cadence Preferred - Bellevue, WA

2020 – 2023

- Directed the copy writing, art direction and production of digital, social, and content campaigns for Microsoft, Avid, AT&T, Primer, Tata, Nebula, Influx Data, Inquba and several key Microsoft partners

Global Managing Director - Creative

Columbia Sportswear - Portland, OR

2018 – 2019

- Led the creation and implementation of all Columbia global branding, design, copy, content production and digital storytelling
- Directed the creation of global brand marketing assets for retail, wholesale, in-store, digital, social, ecomm, advertising and PR
- Built and led an in-house agency team of 30+ designers, art directors, copywriters and content producers
- Selected and directed outside agencies, production companies, photographers, videographers and creative teams

Executive Creative Director

Performance Health - Akron, OH / Chicago, IL

2016 – 2018

- Created global branding for Performance Health, Biofreeze, Theraband, Cramer, Therapearl, Bon Vital and Active Ankle
- Directed the creation of brand campaigns across traditional, digital, social, content, tradeshow, event and PR
- Built and managed an in-house agency of art directors, copywriters, content producers and designers
- Selected and directed outside agencies, production companies, photographers, videographers and creative teams

Creative Director (Group)

Marcus Thomas LLC - Cleveland, OH

2010 – 2016

- Led the creative execution and strategic brand storytelling for clients like GE Lighting, Swagelok, Timkensteel, Sirva, Quanex, Sherwin-Williams, Nestle, Bendix, Diebold, Allied and Purdy
- Directed a group of copywriters and art directors to produce award-winning creative executions
- Personally oversaw international creative development in Germany, Japan, Brazil, UK, Canada and Argentina as well as remotely directing production teams in China, Montreal and the Isle of Man to create tv, video, print, social and digital content

Senior Art Director

GBT (Formerly JWT Detroit) - Detroit, MI

2005 – 2009

- Developed multi-disciplinary campaigns for Ford Focus, Fusion, Flex, Escape, Edge, F-150, Mustang and Autoweek
- Coordinated with planning, account and global brand management to create award-winning brand stories

Art Director

McCann New York - New York, NY

2000 – 2004

- Created campaigns for clients like L'Oréal, Microsoft Xbox, Black & Decker, Verizon and Coca-Cola
- Worked with account and brand management to produce, present, execute and improve global marketing campaigns

Education

Double Major - BA in Communications Marketing, BA in Design, Minor in English

Brigham Young University - Provo, UT

1994 – 2000

Awards

Gold NY Festivals Award; Gold Effie; Gold, Silver and Bronze Addys; Gold D Awards; Finalist at Cannes

Skills

- Expert in Adobe Creative Suite (Photoshop, Indesign, Illustrator, Aftereffects), Microsoft Office
- Published Author