

**Adam Burkett**  
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## **EXPERIENCE**

### **DONER**

**VP, Creative Director · Jan. 2018 - Present**

- Led creative for Zyrtec, from its PGA partnership with Akshay Bhatia to working across PR, media and influencer agencies to keep the brand's voice and creative vision consistent.
- Oversaw work across healthcare, CPG and automotive for brands including Johnson & Johnson, Coca-Cola and Stellantis, from product launches to integrated campaigns across TV, digital, social and experiential.
- Helped grow a small content studio into a core agency capability, expanding the kind of work we could pitch, sell and make.
- Helped win pitches including Poland Spring and GUM Soft-Picks as a creative lead, then turned those ideas into national campaigns.
- Brought Read & React to Doner, adapting a data-driven creative model developed within the Stagwell network to help Johnson & Johnson brands respond to culture in real time.
- Turned a Dodge Valentine's Day social stunt into national TV after its synchronized Challenger burnouts caught on organically with fans and automotive media.

### **DIGITAS**

**Group Creative Director · Oct. 2015 - Jan. 2018**

- Helped transform the Detroit office from a banner-production shop into a full-service creative department, expanding both its capabilities and role within the agency.
- Served on the creative leadership team that brought together Digitas and Leo Burnett Detroit to successfully pitch and retain GMC and Buick, then partnered across Publicis Groupe and global leadership to help grow the relationship.
- Led GMC digital creative, evolving the brand's premium positioning through more entertaining, culturally relevant work across digital, social and emerging platforms.

### **WUNDERMAN**

**Creative Director · Team Detroit / GTB - July 2007 - Oct. 2015**

- Helped establish Ford's content studio and create entertainment-led work including Escape My Life and Focus Spokespuppet.
- Collaborated with comedy writers from The Office and The Simpsons, directors Paul Feig and Ruben Fleischer, and talent including Paul F. Tompkins, Reggie Watts, Natasha Leggero and Joe Lo Truglio to bring Ford work into entertainment and culture.
- Played an integral writing role on Mustang Customizer, a large multidisciplinary effort that turned Mustang fandom into a digital platform for designing and sharing dream cars.
- Created Ford Fusion #BackAtYou, turning real social comments into 40+ personalized films, deliveries and surprise experiences, earning coverage in *Fast Company* and *Motor Trend*.

## **CAMPBELL EWALD**

**Associate Creative Director · Dec. 2013 - Jan. 2015**

- Led Cadillac digital, social, CRM and print creative, overseeing teams and developing integrated work in partnership with the lead brand agency.
- Directed real-time social around Cadillac's Oscars sponsorship and other live cultural moments.

## **RECOGNITION**

**Effie Gold · One Show Interactive Bronze Pencil · One Show Merit · FWA Site of the Day · W3 Best in Show · D Show Best of Show · HOW Interactive Merit**

**Paste Magazine · Top 10 Web Series**

## **BEFORE ADVERTISING**

Started out in a newsroom, covering breaking news for ClickOnDetroit.com: from the wars in Afghanistan and Iraq to the Columbia disaster, MLB All-Star Game, NBA Championship and Malice at the Palace. I made editorial calls on what ran online and pitched stories to the broadcast team. It was a pretty good education in writing fast and finding the story.

## **EDUCATION**

**Wayne State University - B.S., Marketing/Advertising**