

James Dawson-Hollis

## EXPERIENCE

Co-Chief Creative Officer, Ogilvy LA.

Nov 2011- March 2014

Oversaw agency restructure and all creative for Qualcomm Snapdragon, Nesquik, HTC, AM/PM, Arco, Maxwell House (Canada), Tabasco, Evol,

Co-led pitches that won Qualcomm Snapdragon, Nesquik, Tesoro, HTC, Maxwell House (Canada), Lifeproof

VP Executive Creative Director, CP+B.

May 2011- Present

Responsible for all creative for Kraft Mac & Cheese, Jell-O, Belvita U.S. and Brazil accounts.

Co-led pitch that won Kraft Triscuit account

VP Group Creative Director, CP+B

2009 - 2011

Oversaw agency restructure into creative groups

Creative Director on Burger King U.S., U.K., Spain and Germany

Co-led pitches that won Kraft Mac & Cheese and Belvita accounts

VP Creative Director, CP+B

2008 - 2009

Creative Director on Burger King U.S., U.K., Spain and Germany.

VP Associate Creative Director, CP+B.

2006 - 2008

Associate Creative Director on Burger King U.S., U.K., Spain and Germany.

Co-created the Sprite "Sublymonal" and Slim Jim "Snap fairy" campaigns.

Senior Art Director, CP+B, Miami, Florida

2004 - 2006

Worked on brands including Burger King, BCBS, Giro, Slim Jim, Coke Zero.

Art Director, Mad Dogs & Englishmen, NYC

1999 - 2004

Worked on brands including Moviefone, Here Theater, Target, GFN, Haribo, Bordeaux, Atkins.

## EDUCATION

Stadelschule. Frankfurt, Germany. 1993 - 1994

Chelsea School of Art and Design, London, UK. 1990-1993

## RECENT AWARDS AND NOTEABLE MENTIONS

Mac and Jinx, Cannes 2011 winner. The first ever Cannes Lion in Kraft's history.  
Ted Williams "Golden Voice" signed as voice of KM&C.

CP+B has been named "Agency of the Year" 13 times in the trade press.  
In 2010, CP+B was named Interactive Agency of the Year at the Cannes Lions International Advertising Festival, the third time the agency has won the award since 2005.

In December 2009, CP+B was named Advertising Age Agency of the Decade and Boards Magazine Agency of the Year.

On December 15, 2008, CP+B was named Creativity's agency of the year.  
Also Adweek's 2008 U.S. Agency of the Year.

## LINKS TO RECENT PRESS

Mac and Jinx

<http://www.adweek.com/adfreak/jinx-give-me-some-free-kraft-mac-cheese-126971>

M&C TV: First agency to turn live tweets into TV commercials in 24hrs

<http://mashable.com/2011/03/28/kraft-tweets-into-tv-ad/>

Ted Williams "Golden Voice"

<http://adage.com/article/news/homeless-man-ted-williams-voice-mac-cheese/148028/>

<http://www.adweek.com/adfreak/listen-ted-williams-mac-cheese-debut-11732>

Jell-O pudding

<http://www.thedenveregotist.com/news/local/2011/july/29/jello-pudding-face-mood-meter-comes-outdoor>

AWARDS (details available upon request)

2011

Kraft Mac and Jinx, Cannes Lion. Also awards at New York Festivals, OBIE, One Show.

2010

Creativity Agency of the Decade.

Burger King: ADC, Cannes Lions, CICLOPE, Communication Arts, D&AD, North American Effie,

FITC, LIA, One Show Interactive, One Show, One Show "Best of Digital Decade".

2009

Advertising Age "Agency of the Decade".

Burger King: ADC, Andy, Cannes Lions, Clios, Communication Arts Annual, Communication Arts Interactive Annual, D&AD, Effies, EL SOL, FWA (favorite website awards),

IAB Spain, LIA, MIXX, New York Festivals, One Show Interactive, One Show, TYAGM.

2008

Burger King: Cannes Lions, AICP, Andys, LIA, Clios, One Show, Webby.

Sprite: One Show.

2007

Cannes Interactive Agency of the Year

Burger King: Cannes Lions, Andys, One Show.

Haggar: Cannes Lions, Clios, Communication Arts, LIA.

Sprite: Clios.

2006

Burger King: Cannes Lions, Andys, One Show.

2005

Creativity Agency of the year.

Burger King: Cannes Lions, Clios, D&AD LIA, One Show Interactive.

Work featured in Creativity, Adage, Adweek, Shots, Lurzer's Archive,  
Shockvertising - Dakini Books, Financial Times, Campaign Screen, winner of AICP  
and O'Toole awards.