

DAVID BUTLER

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PROFESSIONAL SUMMARY

With 10+ years of experience developing integrated campaigns and working across digital, social, PR, and (especially) experiential, I have led concept-to-launch efforts for global brands like New Balance, Delta/Coca-Cola, and Almond Breeze. Skilled in writing, presenting, and directing work that drives engagement, earned media, and results. Equally comfortable shaping high-level creative strategy and rolling up my sleeves to execute.

EXPERIENCE

CNC

Creative Director (January 2026 to Present)

- Pitched, won, and currently lead Postmates, the agency's second largest AOR relationship
- A >70% new business win rate resulting in projects from TBS, Bumble, '47, and Stanley

Freelance

Creative Director (July 2025 to January 2026)

- Experiential agencies included MKG, Factory 360, Cartwheel, TXG, and CNC

McKinney

Associate Creative Director (April 2022 to July 2025)

- Worked on or led creative development and copywriting for major integrated campaigns for clients including Samsung, Blue Diamond Almonds, Neighborly, and Identity Digital
- Strengthened client relationship with Identity Digital, earning a perfect 10/10 rating from clients on our agency report card for 24 consecutive months

MKG

Associate Creative Director (January 2022 to April 2022)

Senior Creative, Copywriting (July 2020 to January 2022)

Creative, Copywriting (June 2018 to July 2020)

Creative Associate, Copywriting (October 2016 to June 2018)

Client Development Associate (June 2014 to October 2016)

- Contributed to the agency being named AdAge's *Experiential Agency of the Year* by playing a key role in MKG's three largest account wins (Miller Lite, Dos Equis, and Meta)
- Pitched and led the Dos Equis account through the pandemic, maintaining a crucial \$2.5M relationship by aggressively working to diversify our creative output into social and digital channels
- Created MLB FoodFest, a traveling experiential property that garnered 122.5M+ organic social impressions and proved so successful MLB renewed it for 3 years running
- Created Bar 75 for Miller Lite, a music festival property that generated over 3.45M+ real-life impressions over 3 summers and led MKG to be appointed lead music strategy agency
- Led work on New Balance for 5 years, growing the relationship from project-based into a recurring line of business

TH Productions

Creative Development Associate (October 2013 to June 2014)

Thrillist Media Group

Event Coordinator (October 2012 to October 2013)

Copywriter (January 2012 to October 2012)

INDUSTRY AWARDS & RECOGNITION

Clio Awards: 1x Silver, 1x Bronze, 2x Shortlist

MarCom Awards: 2x Platinum

Telly Awards: 1x Gold

SABRE Awards: 1x Gold

Ex Awards: 1x Silver

Digiday Awards: 2x Winner, 1x Shortlist

Campaign Awards: 1x Shortlist