

John McCormack

Creative Director | Brand Systems & Experience Design Leader

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I specialize in building and scaling brand systems and integrated campaigns that translate complex business challenges into clear, effective visual communication. My work sits at the intersection of strategy and execution, supporting marketing initiatives while strengthening brand consistency and impact.

At Pactiv Evergreen, I led creative strategy for a global packaging brand, directing national campaigns, trade shows, and sales enablement initiatives across multiple business units. I partnered closely with marketing, product, and executive leadership to align creative with business goals. I also oversaw photo and video production and led brand modernization efforts that improved consistency and speed-to-market.

Throughout my career, I've led integrated creative across digital, print, and experiential channels, developing scalable brand systems and campaigns that support both marketing performance and brand consistency. I lead cross-functional initiatives while remaining hands-on in the work, ensuring ideas are executed effectively and efficiently.

I'd welcome the opportunity to connect and discuss how I can contribute to your team's success.

Best regards,

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