

# John Potter

VP, Creative Director  
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## Experience

|                     |   |
|---------------------|---|
| MAR 2022 - Present  | <b>VML WEST</b><br>Creative Director  |
| JAN 2017 - MAR 2022 | <b>FCB CHICAGO</b><br>VP, Creative Director   Associate Creative Director   Senior Copywriter |
| MAR 2016 - JAN 2017 | <b>PROOF ADVERTISING</b><br>Senior Copywriter   |
| FEB 2015 - MAR 2016 | <b>BBDO CHICAGO</b><br>Senior Copywriter   Copywriter   |
| JUL 2012 - FEB 2015 | <b>OGILVY &amp; MATHER</b><br>Copywriter   Creative Intern                                    |

## Brands

|                                 |   |
|---------------------------------|---|
| <b>Tech</b>                     | Drizly, Facebook Oculus / Meta Quest  |
| <b>Kimberly Clark Global</b>    | Cottonelle, Kleenex, Huggies, Suave, Andrex, Neve                                       |
| <b>Non Profit</b>               | MCA Chicago, City of Chicago, Obama Presidential Library                                |
| <b>SC Johnson</b>               | Glade, Scrubbing Bubbles, Shout, Mr. Muscle   |
| <b>The J.M. Smucker Company</b> | Milk-Bone, Milo's Kitchen, Meow Mix   |
| <b>The Clorox Company</b>       | Renew Life, Pine-Sol, Liquid Plumr  |
| <b>Beverage</b>                 | smartwater, Pinnacle Vodka, Jack Daniel's, DeKuyper, Jim Beam                           |
| <b>More Beverage</b>            | Bud Light, Michelob Ultra, Modelo Especial, Corona Light, Fresca Mixed                  |
| <b>Other</b>                    | Academy Sports + Outdoors, Boeing, CDW, Bayer, American Family Insurance, Pearle Vision |

## Recognition



## Education

|      |  |
|------|--|
| 2005 | <b>UNIVERSITY OF TEXAS</b><br>Bachelor of Science: Advertising, Texas Creative Program |
| 2009 | <b>TEXAS STATE UNIVERSITY</b><br>Bachelor of Arts: Music                               |
| 2011 | <b>CHICAGO PORTFOLIO SCHOOL</b>  |

References available upon request.