jon.

Jon Dunnington MBA
Creative Director | Brand Strategist | Founder & Operator
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profile

Creative Director and brand strategist with 18+ years of experience across agency, startup, and founder-led businesses. Currently Creative Services Director at zö agency, leading a creative team across client accounts. As co-founder of OVO Vodka, built a premium spirits brand from the ground up to 400+ accounts across 7 US states, selling 60,000 bottles and raising $1.2 M. Combines creative direction with hands-on commercial leadership across brand strategy, packaging, campaigns, and performance creative, and uses AI workflows to deliver senior-level work at pace. MBA in Business Management, with a background applying business models to creative agency work.

experience

Creative Services Director | zö agency (USA) | *June 2026 – Present*
Senior creative lead for a full-service marketing agency, responsible for a creative team of 11, including a Creative Director and Art Director, across a varied client base.

- Lead the agency's creative team across client accounts, owning creative direction, team hours, processes and quality
- Set creative standards and step in on strategy, design and delivery where projects need senior cover
- Oversee work spanning branding, campaigns, digital and print

Co-Founder & COO / Brand Lead | OVO Vodka (USA) | *2020 – 2026*
Co-founded an award-winning premium spirits brand and built it from the ground up, leading brand, creative and commercial strategy.

- Scaled OVO Vodka to 400+ accounts across 7 US states, with 60,000 bottles sold
- Helped raise $1.2M in funding through investor storytelling, brand development and growth planning
- Improved gross margins by more than 50% while reducing average price by 20%, strengthening competitiveness and unit economics
- Led brand strategy, identity, packaging, campaigns and activations across consumer, retail and commercial touchpoints
- Stepped down from day-to-day operations in June 2026 and retains an ownership stake

Creative Director | Selected Independent Engagements (USA) | *2019 – Present*
Senior creative director engagements for businesses that need clearer positioning, stronger customer experience and brand systems that work commercially.

- Creative Director engagements with Reit Design (NYC), Designity and Haddad & Partners, leading creative strategy, campaign development and cross-functional teams
- Delivered brand, campaign and digital experience work for organizations including Spectrum Mobile, Nevada State and W Hotels
- Led the development of 50+ brand systems, campaigns and digital experiences across hospitality, consumer and service sectors
- Top Rated Freelancer on Upwork with 100% Job Success Score from over 200 projects

Sr. Design & Marketing Manager | Graphic Service Bureau / billbridge (USA) | *2016 – 2018*
Led brand, marketing and design initiatives for a B2B technology company, supporting growth through stronger positioning and customer experience.

- Directed a full company rebrand across website, collateral and digital presence
- Designed UI/UX for a client onboarding platform used by 400+ companies

Marketing Consultant | **Jungle Rumble Adventure Golf** (UK) | *2014 – 2016*
Supported growth across 6 UK venues through marketing and operational improvements.

- Contributed to sustained revenue growth across a multi-location entertainment business over a three-year period
- Improved supplier cost efficiency and strengthened local brand visibility through partnerships and promotional campaigns

Founder & Creative Director | **DigitalHi** (UK) | *2010 – 2014*
Founded and grew a creative agency delivering branding, websites and marketing campaigns for SMEs and recognised consumer brands.

- Built and managed client relationships with brands including Liverpool FC, Thomas Cook, Holiday Inn and Genting Casino

Managing Director | **Unfold Media Ltd** (UK) | *2010 – 2013*
Ran a multi-site commercial business across sales, operations, recruitment and team leadership.

- Built and scaled a multi-site commercial business to £960k in annual revenue within 3 years, leading a team of 20+, including a 16-person sales team

Graphic Designer | **Black & Ginger** (UK) | *2008 – 2010*
Developed branding, print and digital design work for a range of client accounts, supporting projects from concept through to delivery.

- Early agency grounding in visual identity, layout, typography and client delivery across print and digital

education

MBA Business Management | **Liverpool Business School (LJMU)** | *2015-2016*

BA (Hons) Graphic Design | **Lancaster University** | *2007-2010*

skills

Creative Direction | Brand Strategy | Creative Leadership | Campaign Development | Packaging | Design Systems | Performance Creative | Paid Social | DTC Brand Building | AI-Assisted Creative Workflows | Art Direction | Storytelling | Experiential Marketing | Retail Activations | Integrated Marketing | Creative Pitching | Presentation Design

tools

Adobe Illustrator | Adobe Photoshop | Adobe InDesign | Figma | Canva | Adobe Premiere Pro | Adobe After Effects | PowerPoint | Shopify | WordPress | Webflow | Meta Ads Manager | Google Analytics | Mailchimp | Notion | ChatGPT | Claude | Midjourney

→ view selected work