
JOHN DONOVAN

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Creative Director/Copywriter/Video Producer & Director

Professional Profile:

As a creative director in Washington, DC for twenty-five years – and a partner in political media and public affairs communications firms – I have developed integrated advertising campaigns for candidates and ballot initiatives, non-profits, major corporations and trade associations.

Purple Strategies – 2010 to 2015:

Purple grew out of the red and blue merger of National Media and Issue & Image. As a founding partner and senior creative director, I worked with our writers, graphic designers, video producers and digital team to create strategic advertising for Fortune 500 clients facing brand challenges.

Issue & Image – 1999 to 2009:

Seeing a new opportunity in advocacy advertising, I joined with the partners of Trippi, McMahon & Squier as a co-founder of Issue & Image. Drawing on my background in TV commercial production, we turned complex, often controversial issues into creative that brought together political strategy with the production values of brand advertising.

Struble Opper Donovan – 1990 to 1998:

Starting as a writer/producer, I created paid media for countless political campaigns, eventually becoming creative director and partner. Over five election cycles in the 90's, I produced spots for some of the biggest names in the Democratic Party – Senators Tom Daschle, Carl Levin, Patty Murray, Fritz Hollings, Bob Kerry, Tim Johnson and Byron Dorgan.

Freelance Producer – New York City:

Before coming to DC, I attended the Film School at the School of Visual Arts and freelanced in the New York film industry to support my writing habit – working my way up from lowly P.A. to line producer and assistant director. I worked mostly on TV commercials for big Madison Avenue ad agencies, but also the occasional music video and feature film. There were lots of long shoot days, but it was a great education in the craft of visual storytelling.

Clients:

PhRMA
Time Warner Cable
American Chemistry Council
U.S. Chamber of Commerce
Altria
National Retail Federation
Kellogg's
Center Forward
WellPoint
AHIP
Juvenile Diabetes
 Research Foundation
Mandiant
Mobile Future
Texas Electric Choice
Mission Health
Families USA
U.S. – Canada
 Partnership for Growth
League of Conservation Voters
Coalition for Comprehensive
 Immigration Reform
Emily's List
DCCC & DSCC