



# Tony Porras

CREATIVE DIRECTION

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Award-winning Creative Director crafting breakthrough experiences that deliver undeniable results. An empathetic leader and enthusiastic collaborator who believes inspired people make inspired work.

## Experience

Creative Director  
Publicis Groupe  
2021–Present

Led creative for KeyBank, as well as numerous B2B and B2C clients such as Aetna, Sparkling Ice, Universal Studios, FNBO, WingStop, and more. Produced and hosted a bi-weekly agency-wide zoom interview show. 2023 Ignite award nominee. 2023 cohort of Launchpad: an exclusive professional development program for standout employees and high-potential leaders.

Associate Creative Director  
Publicis Experiences  
2018–2021

Led creative for high-profile experiential activations with major brands that included Walmart, HBO, The Northface, Grey Goose, Timberland, Microsoft, PayPal, Myers Rum, Vicks, Deep Eddy, Kraft Heinz. Won awards for Jared work during the pandemic.

Senior Art Director  
Publicis Groupe  
2014–2018

Crafted digitally-focused experiences for brands like T-Mobile, Peterbilt, PNC, Michelob Ultra, Promised Land Dairy, Bank of America before being promoted to the Capital One team

Senior Art Director  
Sq1 Agency  
2010–2014

Sq1, "the conversion optimization agency", was a results-first agency focused on increasing ROI in measurable ways, which we did through experiences for major brands such as NRG, Jose Cuervo, Direct Energy, Daikan, Michaels, Wholly Guacamole, Sapporo, and Jiffy Lube and more.

Art Director  
The Boss Group  
2009–2010

Connected with fashion brands such as Neiman Marcus, Fossil, Michael Kors, Kate Spade, and JCPenney to create stylish and sophisticated brand experiences.



**Brendan McKenna**  
SVP Executive Creative Director  
San Francisco, CA

"Tony is the epitome of a **renaissance creative**, melding great ideas with the culture and technology, all the while leading with poise, empathy and a wry sense of humor."



**Sarah Studer**  
Art Director  
Chicago, IL

"Tony makes leading look effortless. He has a **warm and charismatic** nature and a great sense of people, asking the right questions to light a fire within. **Talented, kind and supportive.**"



**Tina Cody**  
Copywriter  
Windham, NY

"Tony is **real-talk compassion** with a truly brilliant creative mind. When working with him, I always leave feeling...more. **More Inspired**, more excited, and more motivated. He's made me a better creative, every step of the way."



**Melanie Gerik**  
VP, Group Account Director  
Dallas, TX

"Not only is he a **creative innovator**, Tony is adept at **running high performing teams**, speaking the language of management, and building relationships."



**Janet Barker-Evans**  
Chief Creative Officer  
Chicago, IL

"Tony is a **curious and collaborative** creative leader who elevates the work of those under and around him and makes every project better simply by being part of it."



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