

MIKE MAHON

A hands-on creative leader, I believe in making work that makes a difference.

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linkedin.com/in/mikemahoncreative

Based in NY/NJ and ❤️'s In-Person Collaboration

Skills

- Creative Direction
- Creative Strategy
- Content Development
- Brand Identity
- Brand Positioning
- GenAI Prompting
- Video Direction
- Animation Direction
- UI/UX Design
- Front-End Development
- Copywriting
- Budget Management
- Creative Operations
- Agency Workflows
- Mentorship
- Putting Out Fires

Expertise

Industries

Tech, Finance, Beauty, CPG, Sports, Consulting, Web3, Gen AI

Select Clients

Amazon, KPMG, Deloitte, SharkNinja, Showtime, ADP, Proximo Spirits, Tinder, Peloton, Morgan Stanley, Merck, MoneyLion, Cognizant, IBM

Education

Syracuse University, 2007

Work Experience

Malka + MoneyLion

Head of Creative (2021-Present)

Played a pivotal role in growing the agency into a \$20M business, aiding in our acquisition by MoneyLion, a global fintech leader.

Established a B2B practice and integrated generative AI across the organization, driving scale, efficiency, and creativity, solidifying leadership in the space.

Manage department P&L and maximizes department utilization while ensuring an engaged workforce. Also responsible for building a vast network of top-tier creative directors, writers, strategists, designers, motion designers, and art directors.

Launched products, campaigns, and brands, while establishing our process and framework for concepting, pitching, brand positioning, brand and social strategy.

Helped create and productize the MoneyLion Feed—MFeed, a content architecture and production service that curates and creates financial content to keep users engaged and drive DAU.

Creative Director, Design Director (2015-2021)

Responsible for building our design and creative practice from the ground up, driving our client base by 10x within two years, leading pitches and developing standout concepts for campaigns, video series, and event activations.

Also a doer—directing video, designing, animating, and writing. Established our PM process and fostered a culture of innovation, embracing new technologies for an evolving content landscape.

Live Nation Entertainment

Art Director, Graphic Designer (2007-2015)

Lead visual direction for new business proposals, venue branding, campaigns, microsite design and development. Designed print, digital, and social ads for event marketing.

Freelance

Art Director, Front-End Developer (2007-2016)

Designed and developed websites, brand identities, and digital campaigns for clients including '47 Brand, SpinMedia, Big Boi, DoStuff, Mom + Pop Records, The Paramount NY, and others.