



MAC McALISTER

www.themacmc.com

mac.a.mcalister@gmail.com

+1 323.873.0213

MAC MCALISTER is an Experiential Creative Director with over a decade of experience turning ambitious ideas into experiences people remember. She partners with agencies and brands to develop creative strategy, create tactile experiences, build high-performing teams, and bridge the gap between vision and execution. Known for recognizing patterns, simplifying complexity, and connecting people across disciplines, Mac creates environments where creativity thrives- from first pitch to final build. She believes great design is a skill, but great creative judgment is earned.

skills

CREATIVE LEADERSHIP

Builds creative cultures where ideas can thrive through mentorship, feedback, and cross-functional collaboration.

STRATEGY + STORYTELLING

Develops creative platforms, experiential concepts, pitch narratives, and brand systems that connect business objectives with memorable experiences.

CREATIVE DIRECTION

Leads multidisciplinary teams across environmental design, branding, digital, fabrication, and production from concept through execution.

OPERATIONAL EXCELLENCE

Creates scalable creative systems, quality standards, workflows, and processes that reduce friction and improve team performance.

COMMUNICATION

Known for translating between creative, strategy, fabrication, production, and executive stakeholders to align teams and move projects forward.

work

experiential creative director

3RD AVE AGENCY

03.2024 - Present

- Led the agency's creative direction across experiential marketing, pitches, and branded environments.
- Built creative systems and operational standards that improved collaboration across strategy, design, and production.
- Directed multidisciplinary teams from concept through execution while mentoring designers and elevating creative quality.
- Partnered with executive leadership on agency growth, new business, and creative operations.

CLIENTELE Coca-Cola · Amazon · Six Flags

creative director

COCKTAIL ACADEMY

11.2021 - 04.2025

- Established the agency's creative vision while leading branding, experiential campaigns, and integrated marketing initiatives.
- Oversaw creative teams, presentation development, and new business pitches from strategy through execution.
- Implemented brand standards, creative workflows, and quality-control systems that increased efficiency and consistency.

CLIENTELE Diageo · Don Julio · CÎROC · 818 Tequila · Johnnie Walker

associate creative director

REVOLUTION MARKETING

05.2021 - 10.2021

- Led experiential creative for Blue Triton brands across national campaigns, festivals, and retail activations.
- Developed campaign concepts, creative strategy, and integrated experiences while mentoring designers and collaborating with production.

CLIENTELE 818 Tequila · Arrowhead · Coachella · Pure Life

associate creative director

160/90 [Formerly Endeavor]

03.2019 - 03.2021

- Directed large-scale experiential campaigns across sports, entertainment, and technology for T-Mobile and other top Fortune 100 companies.
- Established design and fabrication company wide standards while leading cross-office creative initiatives.
- Managed multidisciplinary teams delivering integrated environmental, digital, and physical experiences.

CLIENTELE T-Mobile · MLB · Big Ten · Lollapalooza

freelance

SELECT FREELANCE PARTNERSHIPS

Jack Morton · BeCore · Social House · AgenC · WSS / Eurostar

CLIENTELE Stripe · Amazon · Puma · Xbox · Revlon · Tiffany & Co.