



Jennifer Usdan McBride is the Director of Digital at J. Walter Thompson New York. Jennifer oversees digital strategy, content, innovation and technical development for the New York office. She has been integral in helping the agency win 11 Cannes lions in 2016 and 12 in 2017. Jennifer also oversees print production and art buying with the focus of building an integrated department that has resulted in continued creative excellence and efficiency.

Jennifer has a passion for bringing digital content and campaigns to life. She has worked on notable campaigns for Google, Puma, Black Lives Matter, Johnson & Johnson, Northwell Health, Microsoft, TNT and PNC Bank. McBride has collaborated on numerous pieces of award-winning work including projects that have been recognized by Cannes Lions, One Show Interactive, FWA, AICP Next Awards, Webby's, Communication Arts, Clio, Effie and D&AD.

Jennifer is an outstanding creative thinker and believes that anything is possible. She brings an incredibly collaborative spirit as well as a sincerity and kindness to the projects she works on.

Prior to working in advertising, Jennifer started her career working in television on The Daily Show, then moved on to become a series producer for MTV Networks and Discovery Networks. She then followed her passion for food and digital marketing and founded her own company, publishing an innovative online restaurant guide along with multiple iOS applications and digital content campaigns.