

INGRID DUCMANIS

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Award-winning Group Creative Director with 15+ years experience creating integrated campaigns and interactive brand engagement experiences. Fluent in all things digital and mobile. A leader and asset to any team. Has the conceptual muscle to come up with the idea, the guts to champion it, the smarts to sell it, and the experience to make it work.

EXPERIENCE

Group Creative Director

Red Fuse Communications/VML 6/2012 - 7/2014

- provided creative direction and leadership to integrated creative team to create cross-channel campaigns for all major Colgate-Palmolive brands in the US
- worked closely with strategy, media and shopper leadership to create holistic integrated marketing campaigns
- drove process and culture evolution to foster integration across all disciplines

Creative Director

Pixel, Grid & Monk Mobile Solutions 11/2011 - Present

- providing creative services and strategy to independent mobile app development shop

Vice President, Creative Director

Zazum, Inc. (Mobile Technology Platform Provider) 11/2010 - 10/2011

- served as creative lead on in-house brand and mobile application development, PR, social media, and video production

Associate Creative Director

OgilvyOne 7/2007 - 11/2010

- provided digital creative direction; managed teams and freelancers
- brands: Time Warner Cable, American Express, Motorola, Avon, Vaseline, etc.

Associate Creative Director

MRM (McCann Relationship Marketing) 11/2004 - 7/2007

- provided creative direction to creative teams and freelancers
- did a bunch of work, won a bunch of awards
- brands: Nikon, Kohl's, Bertolli, Maybelline, Intel, Johnson&Johnson

Senior Copywriter

FCBi 10/2001 - 6/2004

- directed team of six writers, art directors and designers
- brands: HP, Diet Coke, Qwest, Chase

Copywriter (freelance)

Deutsch and Red Sky Interactive 2000 - 2001

- coordinated content and created all copy for launch of Almay.com (Deutsch) and Miller Lite Get-the-Goods campaign (Red Sky)

Freelance Journalist

1998 - 2001

- wrote articles for magazines, newspapers and websites, including ICON, Time Out New York, The New York Observer, Smoke Magazine and Playboy.com

Senior Editor

Brooklyn Bridge Magazine 1997 - 1998

- assigned, edited and wrote features and departments

EDUCATION

Hampshire College

BA, American Studies, Journalism and Mass Communications
Klein Memorial Scholar for Excellence in Journalism

AWARDS

Nikon Picturetown

Creative Lead/Digital

One Show

Gold Pencil

Web Sites: Community Driven 2008

London International Awards

Silver Winner

Electronics 2008

Cannes Lions

Bronze Promo & Activation Lion 2008

Clio Awards

Shortlist: Content & Contact, Personal Products 2008

New York Festivals

Silver, Best Microsite 2008

D&AD Professional Awards

In Book, Websites 2008

Nikon D80/Stunning Nikon

Team Member/Digital

Cannes Lions

Cyber Lion Finalist 2007

FWA Site of the Day

January 6, 2007

730 Grove Street

directed by Benjamin Goldman

Art Director

New England Film & Video Festival

Best of Festival 1995