

Ingrid Ducmanis

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ABOUT

Award-winning creative director with 15+ years experience building brands through engagement and activation experiences across pretty much all channels, above, below and through the line. Adept at shepherding ideas from concept to sell-through to execution and keeping it all on the rails.

EXPERIENCE

Creative Director

The Mars Agency – 2016-present

- creative lead on commercial programs and activations for Nestlé Waters (Perrier, Poland Spring, etc.), Henkel (Dial, all, Snuggly, etc.) and Campbell's Soup Co. brands

Creative Director

Freelance – 2015-2016

- led digital campaigns at multiple agencies, including Swiffer, Dawn and Cascade at Publicis and Coke and United Airlines at Wunderman

Group Creative Director

Red Fuse Communications/VML – 2012-2014

- provided creative direction and leadership to integrated creative team to develop cross-channel campaigns for all major Colgate-Palmolive brands
- worked closely with strategy, account, media and shopper leadership to create holistic integrated marketing campaigns

Creative Director/Founder

Pixel, Grid & Monk – 2012-2016

- provided creative and strategic direction to mobile app development team

Creative Director, VP

Zazum, Inc./SeeLoveBuy – 2011

- creative lead on in-house brand and mobile app development, PR, social media, and branded content for award-winning shopping app

Associate Creative Director

Ogilvy – 2007-2010

- provided digital creative direction on Dove, AVON, Vaseline, Motorola, American Express, TD Ameritrade, Time Warner, and Ragu

Associate Creative Director

MRM – 2004-2007

- served as digital creative lead on Maybelline, Kohl's, and Nikon
- managed multiple creative teams and freelancers

EDUCATION

Hampshire College; Amherst, Massachusetts

BA, Journalism and Mass Communications

Klein Memorial Scholar for Excellence in Journalism

AWARDS

SeeLoveBuy mobile app
Creative Director

ad:tech New York

ad:tech Innovation Award 2011
Finalist, Shopper Marketing

Nikon Picturetown

Creative Lead/Digital

One Show

Gold Pencil

Websites, Community Driven 2008

London International Awards

Silver Winner Electronics 2008

Cannes Lions

Bronze 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 Festival

Best of Festival 1995