

.CHAD INGRAM.

CREATIVE

OBJECTIVE

To obtain a position with an award-winning and progressive agency, where I can work with innovative people that will further develop the skills I need to grow as a strategic and creative leader.

STRENGTHS

Collaboration
Concepting/Brainstorming
Shopper Marketing
Digital/Mobile
Graphic Design
Point-of-Sale
Brand Marketing

PARTNERSHIPS

Disney
Tiger Woods/IMG
NFL, NBA, MLB
NASCAR
Pixar
Sony/BMG
Universal Health Services

PROGRAMS

Illustrator
InDesign
Photoshop
Keynote
MS Office
Flash
Dreamweaver

EDUCATION

University of Oklahoma, BFA Visual Communications with emphasis in Art History.

AWARDS

2008 Gold Reggie, Gatorade
Get60, Walmart VPI
2008 DMA Echo, Gatorade
Coaches Engagement, DM
2007 Cannes Gold Lion, Doritos
Crash The Super Bowl
2006 Greenbelt, Six Sigma
Management Efficiencies
Lead Files/Server Trainer
2005 Beverage Dynamics, Jim Beam
Bronze, Packaging (3)
Silver, On-Premise POS

REFERENCES

Available upon request.

BACKGROUND

Besides being awesome, I am an award-winning, detail-oriented Creative, who brings fresh thinking, productivity and passion for design, along with a slightly obsessive work ethic. I believe in keeping the dialogue open with shoppers, where I can influence consumers at every touchpoint — from mobile to retail — helping clients and their brands succeed.

EXPERIENCE

Arc Worldwide Chicago, IL
Senior Art Director November 2009–Present

Brands: Walgreens, United Mileage Plus

Responsibilities: Activate multi-channel seasonal shopper platforms (strategy, concept, digital) for the largest drug retailer in the country. Mentor and assist Junior Art Director to achieve collaborative results. Lead mid-to-top level cross-agency programs having direct communication with Brand Managers.

Accomplishments: The Arm Yourself For The Ones You Love Flu Campaign for 2010 increased spend by 80% and saw a lift from 5.4M flu shots to 9M and counting. Seasonal platforms Valentine's Day and Back-to-School both saw incremental lifts in sales.

TPN Chicago, IL
Senior Art Director July 2002–November 2009

Brands: Clorox, Boboli, Tropicana, Gatorade, Orbitz, ESPN, Frito-Lay, AT&T, Lowe's, Bank of America, Jim Beam, Dom Pérignon, Miller Brewing, Philip Morris

Responsibilities: Managed and partnered with small team of Art Directors creating large-scale retail platforms—with digital and social media integration—from concept to execution. Experience with telecom, liquor/beverage and consumer packaged goods. Direct responsibility over smaller brands, building lasting relationships with Brand Managers.

Accomplishments: Boboli doubled in size in 11 months through winning and growing digital business. Executed award-winning campaigns and retail programs for more than five national brands. Directed creative teams in new business wins including Clorox, Bank of America, 7-Eleven, Frito-Lay, AT&T and Jim Beam. As digital team leader, extended digital initiatives across most agency clients.

COMMUNITY

FREELANCE May 2002–Present

Accomplishments: Helped numerous local brands increase their reach and maximize their opportunity to grow, including: Ark House Shelters and Clean Energy LNG (Dallas), LEARN Charter Schools, Sick Brands MMA and The Rochelle Lee Fund (Chicago), FAWBA Legal Aid (Kansas City) and Training The Street Corporate Communications (New York).

AMPERSAND Dallas, TX
Vice President April 2006–November 2007

Responsibilities: Ampersand was the first networking group founded for young advertising and marketing professionals in the Dallas area. Developed brand identity, obtained new member contacts and implemented viral tactics to help spread the word to local agencies.

Accomplishments: Within its first year, we recruited over 300 members, resulting in sponsorship by The Creative Group and more than 15 local businesses.