

CHAD INGRAM EXECUTIVE CREATIVE DIRECTOR

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chadingram.com

HELLO, NICE TO MEET YOU ▶

Executive Creative Director and Commerce Practice Lead with proven success in creative commerce and full-funnel brand activation. Business-driven with passion for servant leadership—inspiring and developing creative talent, producing award-winning work, co-creating with agency and client partners—while identifying growth opportunities to drive conversion and conversation. Let's do this.

EXPERIENCE ▶

FCBCHI

Executive Creative Director

2021–Current

Brands: Anheuser-Busch International, Barilla, Cox Communications, Walmart, Xfinity

Responsibilities: Creative lead for the FCB Chicago Commerce Accelerator practice (~30 creatives) with a growth mindset to deliver the future of creative commerce for our brands. My focus is on practice growth, leadership, cultural and creative development, fostering client relationships, managing scope development, internal/external agency growth, and talent acquisition and retention.



EVP, Executive Creative Director, North America

2017–2021

Brands: 3M, AIEA, Beam Suntory International, Coca-Cola North America/Global, Kimberly-Clark, Mondelez International, Morton Salt, Bagster, BAT/Vuse

Highlights: Creative lead for the VMLY&R Commerce Chicago + New York offices (~50 creatives). Award-winning work included: *OREO Stuf Scan*, *Diet Coke Because I Can* and *Trident ChewTunes*.



VP, Creative Director

2009–2017

Brands: Aussie, Downy, Gain, Head & Shoulders, Herbal Essences, Pantene, Swiffer, Tide including Customer-Specific retail for Kroger, Target, Walgreens

Highlights: Creative team lead for P&G Hair Care & Fabric Care (~15 creatives). Award-winning work included: *Pantene Haircast*, *Walk with Walgreens*, *Walgreens Arm Yourself*.



Senior Art Director

2002–2009

Brands: Altria, AT&T/SBC, Bimbo Bakeries, Clorox, Dom Pérignon, ESPN, Gatorade, Jim Beam Brands, Miller Brewing, Moët & Chandon, Orbitz, PepsiCo, Tropicana

STRENGTHS

Creative Leadership/Management
Business-Driven/Strategic Creative
Concepting/Storytelling
Client Partnership
New Business Pitching
Omnicommerce Activation
Retail & Communication Design

AWARDS

- 2022 **OREO Stuf Scan**
Cannes (Shortlist)
D&AD Wood Pencil
One Show (3x Merit)
Clios (1 Bronze 7x Shortlist)
- 2021 **Trident ChewTunes**
One Show (Shortlist)
- 2019 **Diet Coke Relaunch**
Effie (1 Silver)
- Pair Your Ritz**
Effie (1 Silver)
- Top Your Ritz**
Effie (1 Silver, 1 Bronze)
- Pantene Gold Series**
Adweek Experiential
- 2018 **Taste of Tourney / Coca-Cola**
Effie (1 Bronze)
- 2016 **Pantene Haircast**
Effie (1 Bronze)
- 2015 **Pantene Haircast**
Reggie (1 Bronze)
Webby Interactive CPG
- 2014 **Pantene Haircast**
Addy (1 Bronze)
Digiday Best Mobile Retail
Digiday Most Integrated Retail
Effie (1 Gold, 1 Bronze)
Grand Effie NA Finalist
Jay Chiat (Silver, Best Research)
Ogilvy ARF Best in Show
Reggie (2 Gold, 1 Silver)
WARC100 #5 Global Campaign

EDUCATION ▶

University of Oklahoma
BFA Visual Communication
Minor, Art History

REFERENCES/MORE DETAIL ▶

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