

CHAD INGRAM GROUP CREATIVE DIRECTOR

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this is me

Group creative leader with proven success in integrated shopper marketing and omnichannel brand activation. Business-driven with passion for leadership—inspiring and nurturing creative talent, producing award-winning work, and partnering across disciplines to identify growth opportunities for brands to compete and win. And fun. Lots of fun.

experience

geometry

SVP, Group Creative Director 2017–Current

Brands: Coca-Cola Company

Responsibilities: Group creative lead for commercial marketing and customer channel activation for the world's largest beverage company. Manage and contribute to scope development, internal/external agency growth, and talent development and retention.



Leo Burnett

VP, Creative Director 2009–2017

Brands: Aussie, Downy, Gain, Head & Shoulders, Herbal Essences, Kroger, Pantene, Swiffer, Target, Tide

Responsibilities: Lead creative team of 15+ writers, art directors, and creative directors with a focus in shopper marketing and brand building at retail for P&G Hair Care & Fabric Care brands, including P&G Customer-Specific work for Target. Orchestrated award-winning campaigns for Pantene & The Weather Channel, Pantene Beautiful Lengths, Vidal Sassoon brand launch, Walk with Walgreens, and Walgreens Arm Yourself. Directed inter-agency partnerships; teaming with agency leads, senior brand managers, and marketing directors.



Senior Art Director 2002–2009

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

education

University of Oklahoma, BFA Visual Communications, Art History Minor

references/more information

[LinkedIn.com/in/chingram](https://www.linkedin.com/in/chingram)

strengths

Creative Leadership/Management
Concepting/Brand Building
Omnichannel Brand Activation
Client Partnership
Business-Driven/Strategic Creative
Retail & Communication Design
Shopper Marketing
eCommerce/Social

awards

- 2016 Pantene Haircast
Effie (1 Bronze)
- 2015 Pantene Haircast
Reggie (1 Bronze)
ProAwards Finalist
Webby Honoree, Interactive CPG
- 2014 Pantene/Weather Channel
Addy (1 bronze)
Caples Mobile Marketing Finalist
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
ProAwards (1 Gold, 1 Silver)
Reggie (2 Gold, 1 Silver)
WARC100 #5 Best Global Campaign
- 2013 Pantene Beautiful Lengths
ProAwards (1 Silver)
- 2013 Pantene Expert Brand Launch
Design of the Times (1 Bronze)
Popai (1 Bronze)
- 2013 Vidal Sassoon Pop-Up Salon
Design of the Times (1 Bronze)
Hub (1 Gold)
- 2012 Walk with Walgreens Loyalty
Effies, Reggies, MAA Globes, Oracle,
Word Retail Congress
- 2011 Walgreens Arm Yourself Flu
Effies, Super Reggies, Pro Awards
PromoMagazine Best, MAA Globes Best,
World Retail Congress Global Best

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