Grey Ingram

Creative Director | Copywriter

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SUMMARY

Award-winning Creative Director who has led teams of up to 40 and built integrated campaigns across healthcare, CPG, retail, insurance and nonprofit. Work spans brand campaigns, shopper marketing, radio, experiential and digital, from Super Bowl-era national brands to fast-moving regional clients. Recognized by Cannes Lions, the Effies, the Radio Mercury Awards and the ADDYs. Co-founded and ran a Chicago food business, bringing a client-side view of what actually moves sales.

CORE COMPETENCIES

Creative Leadership · Integrated Campaigns · Brand Strategy · Concepting & Copywriting · Healthcare Marketing · CPG & Shopper Marketing · Retail Activation · Radio & Broadcast · Digital & Social · Experiential · Team Building & Talent Development · Client Relationships · Workflow & Resource Management

EXPERIENCE

Freelance Creative Director | 2023 – Present

Healthcare marketing via True North Custom, Chattanooga, TN

- Create campaign concepts and copy for hospital systems including Sentara Health, John Muir Health and MaineHealth.
- Independent project: designing and building Juke Joint, an iOS app for guitar call-and-response practice (in development).

Impact | Executive Creative Director | 2021 – 2023

- Led a 40-person creative team serving 100+ clients, improving workflow and utilization.
- Streamlined collaboration between account, strategy and creative teams while maintaining a strong culture.
- IPHCA Covid vaccine campaign: reached 7,000+ hesitant residents of Southern Illinois and drove 5,000+ more to a campaign site; nearly 20% of the target audience asked to learn more. First Place, Best of NAMA Region IV.

Loud Mouth Food Bikes | Co-Founder | 2018 – 2021

- Co-founded Chicago's first food bike business, serving gourmet sausages from bikes posted up around downtown.
- Built the brand from scratch and evolved it from sausages to seafood, growing from bikes to a permanent stall at the Politan Row food hall in the West Loop.
- Lobster roll became the best seller and was named one of Chicago's 12 Best Sandwiches by Better Magazine (2019); featured on Fox 32's Good Day Chicago and in Block Club Chicago.

FCB Chicago | Creative Director | 2013 – 2018

- Helped lead creative for Cox Communications, the agency's largest client.
- Created Mining for Mercury, an in-house radio writing program that grew from 4 writers to 30+ volunteers across disciplines.
- Program work won 4 Cannes Lions and 3 Radio Mercury Awards, including Best in Show (Radio Flyer) and Best in Show PSA (Meredith's Miracles).

EARLIER EXPERIENCE

Ogilvy Action | Executive Creative Director

- Led a team of about 40 in Ogilvy's shopper marketing arm, creating integrated campaigns with partner agencies for S.C. Johnson (Glade, Kiwi, OFF!, Pledge, Raid, Ziploc, Scrubbing Bubbles, Shout) and Kimberly-Clark (Huggies, Kleenex, Kotex, Cottonelle, Scott, Depend, Poise).

Saatchi & Saatchi X | Creative Director

- Led the Frito-Lay shopper marketing team for Walmart, Target, Walgreens, CVS and Kroger, bringing bold creative into a highly analytical space.

Strategic America | Associate Creative Director / Copywriter

- Helped take the agency to a national stage with work for Principal, Iowa Farm Bureau, Wendy's, Kum & Go and Boy Scouts of America. Boy Scouts annual report: National Gold ADDY. Kum & Go "Pop vs. Soda": Gold Regional ADDY.

DDB Chicago | Associate Creative Director / Copywriter

- Created work for State Farm, Anheuser-Busch, Morton Salt and Midas. State Farm NowWhat.com drove a 14% increase in young adults buying policies and earned the brand's first Cannes Lion (Silver) and Effie (Gold).

SELECTED AWARDS

- **Cannes Lions:** Silver (State Farm NowWhat.com), Bronze (Radio Flyer), plus shortlist (Meredith's Miracles)
- **Effie Awards:** Gold (State Farm NowWhat.com)
- **Radio Mercury Awards:** Best in Show (Radio Flyer), Best in Show PSA (Meredith's Miracles)
- **ADDY Awards:** National Gold (Boy Scouts of America), Gold Regional (Kum & Go)
- **Also:** Art Directors Club Bronze, Gold Hugo Award, First Place Best of NAMA Region IV (IPHCA)

EDUCATION

- **VCU Brandcenter** (formerly VCU Adcenter) – Master of Science, Communications
- **The Second City** – Writing Program
- **The University of the South (Sewanee)** – Bachelor of Science, Geology