

# PHILIPPE DENIGER

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Nationality: Canadian (valid work permit)



## OBJECTIVE

I'm an experienced conceptual Creative Director, drawing on my experiences leading teams on an international level. Creative and brimming with ideas, I would be an excellent asset to your agency, helping it to continue to go from strength to strength over the long term.

### SKILLS

- › The Big Idea
- › Campaigns
- › Creative direction
- › Art direction
- › Photo and film shoot supervision
- › Strategic thinking
- › Messaging
- › Client presentations
- › Team member goal-setting and growth

### MEDIA & CHANNELS

- › TV and film
- › Print
- › OOH
- › Digital
- › Social media
- › Content
- › POS
- › B2C ATL/BTL

### SOFT SKILLS

- › Team player and collaborator
- › Active listener
- › Excellent communications and client relationship skills
- › Results- and solutions-oriented
- › Self-starter

### LANGUAGES

- › English (native)
- › French (native)
- › German (B1)

### AWARDS, SHORTLISTS, MENTIONS, AND SHOWCASES

- › Cannes Lions (FR)
- › ADEE Ad Spot (IT)
- › *Applied Arts* (CA)
- › CPRS Gemstones (CA)
- › W&V (DE)
- › Behance (USA)
- › Creativepool (UK)
- › Computerlove (FR)



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## CAREER EXPERIENCE

### Creative Director // 2015 — 2020

Supervision of teams of copywriters and art directors, film and photo shoots, as well as post-production; development of on-strategy ideas for integrated ATL campaigns (TV, print, digital, social media); mentoring and developing team members; new business/pitches; nurturing client relationships.

#### Achievements:

- ▶ Integrated product launch campaign for Leibniz Keksn Cream Milk biscuits in the DACH region;
- ▶ Successful launch of the first brand and product campaigns for Lottoland on the German market;
- ▶ The “Independent living” integrated campaign for the German insurance group DKV.

#### Agencies:

Scholz & Friends (Berlin), THE HYPHE (Munich), Brand Spiders (Munich)

#### Accounts/Clients:

Jaguar, Leibniz, REWE, Montblanc, Opel, DKV, Audi Motorsport, Lottoland, Penguin Books, Frankfurter Allgemeine Zeitung

### Senior Art Director // 2012 — 2015

Creative team leadership; concepts and art direction for integrated advertising, digital, and social media; supervision of film and photo shoots.

#### Achievements:

- ▶ Successfully defended the €3.3-million/year Lufthansa digital creative account in a pitch at Serviceplan.
- ▶ Won the s.Oliver content marketing account pitch.
- ▶ Led a creative team to win the Ferrero Italia CRM/customer loyalty account for Serviceplan Milan.
- ▶ Grew the Postbank account with pitch-winning creative at BBDO.

#### Agencies:

Serviceplan (Munich/Milan), BBDO (Düsseldorf), Publicis (Munich)

#### Accounts/Clients:

Lufthansa, Swiss International Airlines, Sky, s.Oliver, Melitta, Braun, Mars (M&Ms), Dr. Oetker, Ferrero Italia, Beck's, EVOC, Miele, Maggi, Swarovski, Postbank

### Art Director // 2006 — 2012

Ideas, art direction, and design for various integrated/multi-channel advertising and digital projects (microsites, banners, key visuals); direction of photo shoots.

#### Agencies/Companies:

Oswald & Ruby (Amsterdam), Bestseller Fashion Group A/S (Copenhagen, client-side), ALDO Group (Montréal, client-side)

#### Accounts/Brands:

Jack & Jones, ONLY, Vero Moda, Heineken, ALDO, Oracle Netherlands, Van Lanschot Private Bank



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## CAREER EXPERIENCE

### Digital Creative Director // McCann // Belgrade, Serbia // 2006 — 2008

Established the agency's digital unit, led both creative and daily business operations, long-term operational planning, new business and P&L, as well as leading the creative team and doing hands-on integrated creative work.

#### Accounts/Clients:

Carlsberg, Tuborg Green, Holsten Premium, Opel, Lufthansa, Raiffeisen Bank Serbia

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## HOBBIES & INTERESTS

- › Travel
- › Cooking
- › Street and environmental portrait photography
- › Museum and gallery exhibitions
- › Science-fiction films and literature
- › Weightlifting/strength training

## REFERENCES

Reference letters included on the following pages.  
Additional recommendations from former colleagues can be found on [my LinkedIn profile](#).

