

NICOLE ELLINGSON

GROUP CREATIVE DIRECTOR

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SKILLS

- Team Building & Leadership
- Creative Strategy
- 360° Campaign Development
- Branded Content
- Influencer Marketing
- Adobe Creative Suite
- Sketch / Figma
- Animation & Video Editing
- Digital & Social Best Practices
- Directing Shoots
- Photography/Videography
- Illustration/Retouching
- Company Culture
- Web Development

EDUCATION

BACHELOR'S DEGREE

University of Southern California
Fine Art Major (Design)/Film Minor
2000–2004

CONTINUING EDUCATION

Art Center College for Design
Digital & UX Design
2004–2005

INSPIRATION

I love what I do. I bring passion to my projects and show up with positivity every day to inspire the best creative ideas from my team and create a workplace where people are seen, heard, and celebrated. I have 18 years of experience working in advertising for various agencies, and currently lead 360° campaigns with a digital-first approach. I am a hands-on creative director and early adopter of social and digital. I live for good design, but my favorite aspect of advertising is the stories we get to tell and the change we can impact. I choose to leverage our impact for good.

WORK EXPERIENCE (VISIT LINKEDIN FOR FULL HISTORY)

GROUP CREATIVE DIRECTOR

Quigley / Los Angeles / 2015–Present

I helped build an inspired, digital-savvy creative team at Quigley over the past seven years. In addition to all of the creative projects I've led at the agency, I won the inaugural Heart of the Agency award in 2020, and lead our company culture committee.

- **Marriott Bonvoy:** Creating digital-first 360° campaigns for their rewards credit cards, including diverse influencer marketing campaigns, social, video, events, and branded content across media partners, like Afar Travel Tales and Insider Travel Dares.
- **LAFD:** Created a successful, award-winning, diversity recruitment campaign for the Los Angeles Fire Department that was recognized by the city and fire chief.
- Pitched, won and lead creative for: Ball Aluminum Cup, Weight Watchers, South Beach Diet, ProMedica, Sutter Health, and Earthjustice.
- Developed creative and strategy for multiple key clients: Chase, P&G, Marriott, United, Shell, Philips, Disney, Tide, First Aid Beauty, Art of Shaving, SoCal Edison.

EXECUTIVE CREATIVE DIRECTOR

SLICK Creative / Los Angeles / 2010–2014

I helped launch a boutique brand agency and brought in my clients from SONY Entertainment and LORAC Cosmetics. We worked with many non-profits and startups, as well. I grew our creative team, managed budgets and delivered impactful branding, websites and social campaigns.

- **SONY Entertainment:** Annually refreshed their brand, and created key art, branding and campaigns for new TV shows, as well as marketing materials for LA Screenings.
- **LORAC Cosmetics:** Rebranded everything from their packaging to their website and in-store displays, to launching them on social and growing their followers from 0-100k+ in a year through targeted creative and robust video content.

SENIOR ART DIRECTOR

TBWA\ChiatDay / Los Angeles / 2008–2010

I supported campaigns and pitches with digital and social strategy and impactful creative on major brands:

- **Pepsi Refresh:** This campaign inspired me around the power of social to do good.
- **Visa GO:** We leveraged ideas around smart phones for impacting shopping experiences.
- **Gatorade G Series:** Supported the launch of this campaign with digital and social assets.
- **Old Navy:** Created interactive online shopping experiences that were as fun as the brand.