

# PAMELA GAMPPER

Associate Creative Director | Art Director

## Summary

Seasoned advertising and marketing professional with expertise in both the U.S. general market and Hispanic consumer segments. In-depth understanding of diverse media platforms, including TV/video, direct mail, print, digital, and social media.

## Skills

- Creative Leadership • Media Strategy • Client Relationship Management • Multichannel Campaigns
- Photoshop • Illustrator • InDesign • Acrobat • Figma • Word • PowerPoint

## Experience

### Razorfish | Publicis Groupe

#### Associate Creative Director

January 2024 - Present (1 year 3 months) Dallas, Texas, United States

#### Accomplishments

- Directed creative teams and led strategic initiatives for top-tier accounts, enhancing brand visibility for Bread Financial, Patrón and Grey Goose.

#### Key Clients

Bread Financial, Patrón, Grey Goose

### Hawkeye Razorfish | Publicis Groupe

#### Associate Creative Director

June 2015 - January 2024 (8 years 8 months) Dallas, Texas, United States

#### Accomplishments

- Directed creative teams for top-tier accounts
- Helped launch Bread Financial, driving project management and creative direction for impactful results

#### Key Clients

Bread Financial, Patrón, Grey Goose, FNBO, USAA, Wells Fargo, TruGreen, Sazerac

### Dieste | Omnicom

#### Associate Creative Director

June 2004 - December 2014 (10 years 7 months) Dallas, Texas, United States

#### Accomplishments

- Developed Dieste Hispanic direct response department, positioning it as a market leader within three years
- Led successful direct mail campaigns for AT&T, surpassing general market ROI
- Successfully launched ORGULLOSA, the largest Proctor & Gamble Hispanic platform, growing a following to more than 1,000,000 subscribers within a year

#### Key Clients

WellPoint (Blue Cross and Blue Shield in 5 states), P&G/Duracell, Gillette, Orgullosa, Head & Shoulders, AT&T, Washington Mutual, Southwest Airlines, Nationwide Insurance, Pfizer, and Berlex

## Temerlin McClain

### Creative Supervisor

1997 - 2001 (4 years) Dallas, Texas, United States

#### Accomplishments

- Achieved high visibility within general agency through groundbreaking direct mail ideas
- Mentored creative teams while handling assigned projects and accounts
- Successfully launched the American Airlines Executive Platinum level of the Advantage program

#### Key Clients

American Airlines, GTE, Verizon, JCPenney, Subaru, Bell Helicopter and Nationwide Insurance

## Sandler Communications

### Associate Creative Director

1995 - 1997 (2 years) New York, New York, United States

#### Accomplishments

- Directed creative teams and led strategic initiatives for top-tier accounts
- Mentored creative staff at Sandler Communications, fostering talent and delivering award-winning creative

#### Key Clients

GlaxoSmithKline, Pfizer, Alcon, Mount Sinai Hospital

## Gampper Group

### Creative Director

Dallas, Texas, United States

#### Accomplishments

- Established a successful freelance business with premier Dallas Fort Worth agencies, delivering innovative marketing solutions
- Agency clients: Publicis, Rapp, Targetbase, Epsilon, Temerlin McClain, US Marketing, Krause & Associates

#### Key Clients

Brinker, Intn'l. (Chili's, Corner Bakery, On the Border, Maggianos), JCPenney, Wells Hospitality Group (Rick's Chophouse, Harvest, Sauce, Grotto), Norvell Electronics, Kennedy Group (OneCoast Company), Cookworks

## Education

### University of North Texas

Denton, Texas, United States

BFA, Advertising | Business

## Contact Information

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