

PAMELA GAMPPER

Associate Creative Director | Art Director

Summary

Experienced 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 | 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 3 years
- Led successful direct mail campaigns for AT&T, surpassing general market ROI
- Successfully launched ORGULLOSA, the largest Procter & 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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