

Pamela Gampper, Associate Creative Director

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SUMMARY

Associate Creative Director with over 30 years of experience leading innovative creative teams in high-stakes environments. Proven track record of enhancing brand visibility for top-tier accounts such as Patron and Grey Goose, resulting in significant recognition and market growth. Successfully developed the Dieste Hispanic direct response department into a market leader and orchestrated award-winning campaigns, including a platform with over 1 million subscribers. Ready to leverage unique capabilities to drive impactful creative strategies that align with the goals of forward-thinking organizations.

WORK EXPERIENCE

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| 01/2024 – 04/2025 | Associate Creative Director, Razorfish Publicis Groupe | Dallas, Texas |
| | Directed creative teams and spearheaded strategic initiatives for top-tier accounts, enhancing brand visibility for Bread Financial, Patron, and Grey Goose. | |
| 06/2015 – 01/2024 | Associate Creative Director, Hawkeye Publicis Groupe | Dallas, Texas |
| | <ul style="list-style-type: none">• Led creative teams for high-impact projects involving top-tier accounts.• Championed the launch of Bread Financial, successfully directing project management and creative direction to achieve exceptional outcomes. | |
| 06/2004 – 12/2014 | Associate Creative Director, Dieste Omnicom | Dallas, Texas |
| | <ul style="list-style-type: none">• Developed the Dieste Hispanic direct response department, positioning it as a market leader within three years.• Orchestrated successful direct mail campaigns for AT&T, exceeding general market ROI.• Engineered the launch of ORGULLOSA, the largest Procter & Gamble Hispanic platform, amassing a following of over 1,000,000 subscribers within one year. | |
| 01/2001 – 06/2004 | Creative Director, Gampper Group | Dallas, Texas |
| | <ul style="list-style-type: none">• Established a successful freelance business, collaborating with premier Dallas Fort Worth agencies to deliver cutting-edge marketing solutions. | |
| 01/1997 – 01/2001 | Creative Supervisor, Temerlin McClain | Dallas, Texas |
| | <ul style="list-style-type: none">• Achieved high visibility within the agency through innovative direct mail concepts.• Mentored and nurtured creative teams, managing assigned projects and accounts with proficiency.• Pioneered the launch of the American Airlines Executive Platinum level of the Advantage program. | |
| 04/1995 – 04/1997 | Associate Creative Director, Sandler Communications | New York, New York |
| | <ul style="list-style-type: none">• Directed creative teams while leading strategic initiatives for prestigious accounts.• Fostered talent and elevated creative quality through effective mentorship of staff, resulting in award-winning campaigns. | |

EDUCATION

University of North Texas

Denton, Texas

BFA, Advertising

SKILLS

Creative Leadership

Media Strategy

Client Relationship Management

Multichannel Campaigns

Photoshop

Illustrator

InDesign

Acrobat

Figma

Word

PowerPoint

WEBSITE

pamelagampper.com