






NATALIE PERRY

CREATIVE DIRECTOR



Hi there

I'm a curious and passionate creative director with 15+ years of advertising experience. See more about that below. I'm also a mom to two daughters, two stepsons, a dog, and a guinea pig. A wife to a witty & and techy British man who refuses to lose his accent. I'm the daughter of an automotive designer and a ballerina/ firefighter. I lived in Germany when the wall came down. I love to rehab houses (except for painting ceilings, which sucks). And if I'm not working or momming, you'll probably find me in our garden or on the back of a horse.

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 [Natalie Perry](#)

EXPERIENCE

VP CREATIVE DIRECTOR Neon NYC - IPG Health 2024 - Current

Jumped into pharma headfirst on DTC for Otsuka leading the team on Sibe for intro campaign ideas. Quickly adapted to creating HCP/DAC/DSE as well. Worked across 3 creative groups and 5 brands across multiple diseases. Helped get ideas across the finish line in multiple pitches. Completed IPG's Residency Program.

CLIENTS: Alexion (Eneboparatide), Incyte (Jakafi), Novartis (Cosentyx, Vay), Otsuka (Sibeprenlimab), New Biz

CREATIVE DIRECTOR Freelance 2023-2024

Creative director/consultant on large and small brands. Develop brand identities through visuals, copy & strategy. Offer conceptual campaign development, visual systems, creative strategy, online content, television commercials, experiential, exhibit design, presentations as well as production. Proficient in all media platforms.

CLIENTS: Embark Digital, Little Caesars, Molina Health, North Carolina Museum of Art, Oakland University, St. John Providence Hospital, The Smithsonian Institute, Uppership

CREATIVE DIRECTOR Doner Advertising 2014 - 2023

9+ years leading creative teams as a respected, positive, and encouraging people leader. Helped craft creative strategy. Recently launched a new campaign for major P&G skin care industry leader after years without marketing support. Led creative direction on many productions including a new campaign for JcPenny that took them from the brink of bankruptcy to 8 straight quarters of sales growth. Worked on an Effie-winning healthcare campaign. Helped produce a Clio Silver winning activation Farmland x Supreme.

CLIENTS: AHN Healthcare, Alfa Romeo, AutoZone, Aveeno, Bush's Beans, Cue Health, Detroit Zoo, Farmland, Food Lion, JBL, JCP, Loves Furniture, Lubriderm, Stellantis, Simply Beverages, Smithfield, Tylenol, New Biz

CREATIVE DIRECTOR Harris Marketing Group 2012 - 2013

Led a very small agency of 3 creatives and 10 employees total. Expanded my managerial skills while guiding the creative team. Updated creative department technology. I turned a 15k production budget into a custom illustrated/animated social campaign. Negotiated talent fees. Expanded and managed a robust owner-loyalty program for Nissan and Infiniti of Canada.

CLIENTS: Blue Cross Blue Shield Michigan, City of Birmingham, Infiniti Canada, Nissan Canada, Whiten

ART DIRECTOR Doner Advertising 2006 - 2012

Joined the Mazda creative team and developed eight commercials in my first year. Then moved beyond automotive to projects for electronics, services, food & beverage, CPG, and health care. Spent two years as a copywriter here as well. Honed my craft, people, and presentation skills.

CLIENTS: Amazon, Avery, Chiquita, Electrolux, Eureka, HoMedics, Krylon, Mazda, Minute Maid, Ohio Health, Rock & Roll Hall of Fame

JR ART DIRECTOR BBDO Detroit 2004 - 2006

Member of the Global 360 team, which specialized in emerging media and technology. Ideated and produced a wide array of media domestically and globally for Chrysler, Dodge, and Jeep.

CLIENTS: Chrysler, Dodge and Jeep

EDUCATION

BFA - ADVERTISING DESIGN College for Creative Studies 2001 - 2005

Creative Direction & ideation, Campaign Development, Conceptual Skills, Presentation Skills, Team Leadership, Mentoring, Problem Solving, Storytelling, Branding & Identity, Visual & Concept Design, Art Direction, Copywriting, Creative Strategy, Communication Skills, New Business Pitches, Customer Insights, Activations, Experiential, Productions, Great Client Relationships, Cross-Channel Media, Exhibitions, Adobe Creative Suite,

SKILLS