

# 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 step-sons, 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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## EXPERIENCE

### CREATIVE DIRECTOR

Freelance

2023

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, Uppershup

### 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 campaign of two unique :30 spots and two :15s along with an entire 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 in on 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, Cross-Channel Media, Exhibitions, Adobe Creative Suite,

## SKILLS