

Neame Ingram

www.neameingram.com

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I'm an award winning ECD with knowledge and experience that spans CRM, direct, brand advertising, digital and tech. I don't create comms. I create connections that help brands to build better relationships with their customers. Whether it's rewarding them, entertaining them, educating them or surprising them, it must recognise them and connect with them one to one. I'm client facing, a copywriter by trade, a stickler for craft and a judge for The DMA, DoDifferent and Creative Circle awards.

Experience

PSONA – Executive Creative Director

2015 – Present

I joined the Communisis backed start-up in March 2015 to help grow the business and put it on the map creatively. In 2016 I was promoted to EDC and since then I've built a dept that has won new business and delivered numerous multi-channel DR campaigns for our existing clients, NatWest, Royal Bank of Scotland, Argos, Co-op and Amex. I'm particularly proud of the Co-op Funeralcare campaign, which has become PSONA's first award winning piece of work, scooping Gold at The DMA and DoDifferent 2017 awards.

PublicisChemistry – Creative Director

2012 – 2015

After playing a big role in launching EE, I was made Creative Director of the brand in 2012. Together with my then creative partner Paul Westmoreland, we oversaw everything across retail, business, consumer, digital and base and helped to convert over 6 million people into 4GEE customers. It was as exciting as it was demanding. We were fortunate enough to win a fair few awards and join forces with Saatchi's and Poke to launch EETV.

PublicisChemistry – Senior Creative

2010 – 2012

After Chemistry was bought by Publicis, I had a new address, Baker St and a new ECD in David Prideaux. I worked on a global campaign for Visa, won pitches for Gatwick, AXA and the £50m EE account (Orange and T-Mobile), as well as various awards.

Chemistry – Senior Creative

2011 – 2012

In June 2010 Pete Harle asked me to join Chemistry. Here I created numerous campaigns, including Orange, Baileys, and Emirates. I also took Juan Sheet, Plenty's brand spokesperson, into the digital / social world – where I built his Facebook fanbase from 1,500 to over 27,000 fans. My work was also celebrated by many awarded juries.

WDMP – Creative Head

2007 –2011

I was keen to take my ATL principles and expand them in a digital / through-the- line environment. WDMP's then ECD (Graham Pugh) was from an ATL background and it was a meeting of minds. My role at WDMP were to build the agency's creative reputation and grow the business, which was only 4 years old. During my time there, I won 7 pieces of new business, developed a student placement scheme and helped scoop the 2008 IDM Overall Winner award for Carphone Warehouse.

Mustoes – Senior Creative

2002 – 2007

The ECD's from CDP (Mick Mahoney & Andy Amadeo) moved to Mustoes and took me with them. Here I won 6 awards including various BTAA's, D&AD Commendations and Cannes Finalist awards.

CDP – Copywriter

2000 – 2002

In the first 3 months I was shooting the last ever Hamlet cinema advert. Big, brand ideas created from simple truths were part of CDP's DNA. And soon it was part of mine. A great place to start and learn. It was here I won a Cannes Gold for Best Press Campaign and a Gold Marketing Innovations award.