

# Creative Director: Advertising & Integrated Marketing

## Steve Ingvavet

[www.SteveIngvavet.com](http://www.SteveIngvavet.com)

### Right & Left Brain, Creative & Business, the Wow & the Why

Senior Creative with widely diverse skill-sets and experience: from Art Director to Copywriter... from TV to mobile apps... branding to promotions... product innovation to marketing strategy. Has launched, invented, or reinvented brands, products and communications for Fortune 50 clients.

#### QUALIFICATIONS:

- 360° integrated marketing, promotions, strategy
- Advertising: TV, print, digital/online, outdoor, collateral, etc.
- Mobile app development & app marketing
- Web creative direction
- New product innovation
- 14 yrs kid/youth/family marketing
- 20+ yrs advertising, marketing, copywriting, art direction, graphic & packaging design

#### ACCOMPLISHMENTS:

- Created the **uSit iSit app**, reinventing the babysitting co-op for the mobile mom.
- Reinvention of NBA kids' club: **NBA Hoop Troop** — experiential website + integrated campaign.
- Rave reviews from *NY Times*, *Gizmodo*, *Fast Company* for **innovation of Samsung YP-K5 mp3-player**.
- Relaunch + **AOR creative direction of ConAgra's Kid Cuisine**: TV + integrated campaign.
- Launch of **new brand of makeup** for tweens, Geogirl: website + promotional contest.
- Integrated marketing of **USAA teen financial services**: websites, direct mail, online, print, promos.
- 5-year TV campaign for **Kids Foot Locker, Nike, Reebok, Adidas, Timberland**, spiking sales up to 693%.
- Reinvented **Walmart's** toy department store concept, increasing sales 39% in test stores.
- Launched **Listerine** into kids' oral healthcare with Agent Cool Blue Rinse, selling out inventory in 3 months.
- **Innovated hundreds of new products and brands** for PepsiCo, Coca-Cola, Binney & Smith, Del Monte, Kraft, Frito Lay, Heinz, Kellogg's, Unilever, Polaroid, Wyeth...
- **Super Bowl XXXIV TV spot** for Epidemic.com, crashing the site with traffic spike.

#### EXPERIENCE:

##### Ogilvy Youth

(formerly The Geppetto Group)

Youth/Family Advertising & Integrated Marketing Agency, NYC

- **Creative Director, Dec. 05–Dec. 2012**
- Design Director, Jan. 02–Dec. 05
- Sr. Art Director, Jan. 99–Jan. 02

*Clients:* NASCAR, Walmart, Samsung, NBA, Reebok, Nike, Del Monte, Timberland, New Balance, Kids Foot Locker, PepsiCo, Coca-Cola, NFL, Disney, Frito-Lay, Pillsbury, ConAgra, Little Tikes, Kellogg's, Kraft, Pfizer, Cadbury-Adams, Topps, Binney & Smith, Sanford, Unilever, Johnson & Johnson, Scholastic, Campbell's, Frito-Lay, Polaroid, Wyeth, USAA...

##### Pickholz Tweedy & Co

Direct Mail Agency, NYC

- Art Director

*Clients:* E\*Trade, Cablevision  
Optimum Online

##### Ingvavet Advertising & Design

- Owner

*Clients:* Alpine Lace Cheese, Sam & Libby Shoes, Planet V Audio

##### Bates USA

General Advertising Agency

- Advertising Designer, NYC

*Clients:* Foot Locker, EDS, T. Rowe Price, Cunard

##### Vito Catalano, Inc.

Advertising & Packaging Design Agency, NYC

- Art Director

*Clients:* Yoo-Hoo, Alpine Lace, C&C, Francesco Rinaldi, Good Earth Teas

#### EDUCATION:

- App Empire; AppCode (app development)
- NYU: Film & Video Production
- Adhouse, NYC: Advertising
- School of Visual Arts, NYC: Advertising
- Rochester Institute of Technology, NY: BFA, High Honors; Graphic Design

#### AWARDS:

- Oct. 2012: App featured in iTunes AppStore Entertainment Category as New & Noteworthy
- 2011 U.S. Patent Application No. 13/012,553
- 2011 YPulse Genny Award Finalist, Sports Marketing
- 2007 Promotions Marketing Association, Gold Reggie Award, Kid-Targeted Promotion
- 2007 Pointroll Beanie Award, Online Ads
- 2003 KidPower: 1st Place
- 2002 Mobius
- 2001 Golden Marble, Best Campaign
- 2000 Golden Marble, 2 Certificates of Merit: Best Campaign, Best Clothing/Apparel
- 1999 Mobius Certificate for Outstanding Creativity
- 1999 Adweek Best Spots