

# Douglas Dauzier

CREATIVE DIRECTOR

New York, NY, USA

I'm a strategic-minded and award-winning creative director with experience creating everything from online, social and integrated campaigns to digital platforms. I have a proven record of leading large cross-disciplinary teams on client and new business efforts. And for over 15 years I've worked on some of the world's most prestigious brands including Nike, Google, Samsung, General Electric, Verizon and Nokia.

## Experience

Managing Creative Director, NY

New York, NY  
Jan 2016 - Present

Sequence

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Executive Creative Director

New York, NY  
Jun 2005 - Jun 2015

## R/GA

Experience leading large cross-disciplinary teams on the agency's most important accounts.

On Nike I led creative work across all Nike Brand accounts at the agency including Basketball, Women, Soccer, Football and NSW for over 3 years. This involved directing, collaborating and managing teams totaling 30+ creatives working across a number of concurrent client relationships. Work included building out the Nike OS platform, mobile applications, product and brand experiences, social campaigns and content.

My partner and I ran Ameriprise, the agency's first 360-account, and had to build not just the brand but also a team on the fly as we were creating and launching a ton of new work including national TV, print and online media.

I helped staff the creative leadership for the R/GA Buenos Aires as well as led work and the client engagement for Faena, an important early client for that office.

Most recently I helped win and then creatively lead Google Cloud Platform. With a team of over a dozen we were responsible for brand and campaign platform development.

Throughout I have been involved or led numerous new business efforts including important wins for Google, Samsung, Ameriprise, Nokia, Mastercard and many more.

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Associate Creative Director

New York, NY  
Dec 2003 - May 2005

## Deutsch

Developed campaign and site work for Snapple, Monster, Pier1 Imports, Novartis and new business.

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Senior Art Director

New York, NY  
Nov 1999 - Nov 2003

## Atmosphere BBDO

Involved in all phases of the creative process from concept to design and development for a wide range of clients including General Electric, Cingular, AOL, PeopleSoft, Wrigley's, Frito-Lay, Bayer, PepsiCo and Robin Hood.

Created award-winning campaign work for General Electric, PeopleSoft and Cingular. Most notable being 'The Pen' which won a Gold Pencil, a Silver Lion and was recognized as one of the most influential and creative pieces of the 'digital decade' by the One Club.

### Education

Multimedia Design and Production Certificate

New York, NY

## New York University

BFA

Brooklyn, NY  
Sep 1989 - Jun 1992

## Pratt Institute

Bachelor of Fine Arts in Painting  
Minored in Art History

Creative Concepting Course

New York, NY  
Nov 2000 - Dec 2000

## AdHouse

Class taught by ska band member and ad great Mikal Reich.

### New section

## Awards

One Show Interactive Silver, Cannes Bronze Cyber Lion (Nike Black Mamba), Cannes Bronze Cyber Lion, D&AD, Communication Arts Interactive (Nike Training Club App), Webby Award, People's Voice Webby Award (Verizon Beatbox Mixer), One Show Interactive Gold, Cannes Silver Cyber Lion, Best of the Digital Decade (GE 'Pen')

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