



CREATIVE DIRECTOR

Agency to In-house · Milan · Amsterdam · Limassol

CONTACT

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CREATIVE LEADERSHIP

Creative direction & brand strategy
Team leadership & mentorship
Multi-channel campaigns
Creative systems & culture
New business pitches

BRAND & DESIGN

Brand strategy & identity
Visual identity systems
Design systems & guidelines
UX/UI direction

PRODUCTION

TVC & video direction
Photography direction
OOH, print & experiential
Motion & digital

AWARDS

NC Digital Award
Bronze — Public Interest 2016

A'Design Award
Iron — Visual Comm. 2015

DMA Echo Awards Italia
Bronze 2015

After nearly 20 years in agency and in-house roles, I know what earns genuine trust versus what just spends toward visibility. Brand conviction: building identity that actually stands for something. Owned from both sides. Ogilvy, TBWA, M&C Saatchi in agency. G-Star RAW, Catawiki, Exness in-house. Focused on financial services, trading, and payments, industries where trust is the product.

EXPERIENCE

Associate Creative Director (reporting directly to CMO)

Exness — CY, Limassol
July 2025 – Present

One of the world's largest forex brokers (\$4T+ monthly volume). Reporting directly to CMO and leading a performance-driven brand's evolution into one built on trust.

Setting the creative vision across brand, product, and campaign work. Building and managing an in-house creative team across design, content, and motion. Directing the brand's evolution from a performance-driven identity into one built on conviction and consistency. Working across international markets where regulatory sensitivity and cultural nuance shape every creative decision.

Creative Director

DPDK — NL, Rotterdam / Amsterdam
April 2021 – June 2025

Award-winning digital agency; 15+ designers across brand, UX, and motion.

I led the creative department through a period of growth, managing the agency's largest team to date across brand, UX, and motion. Directed daily workflow, project allocation, and creative quality across all accounts. Led brand and digital projects end to end, from creative strategy and concept development through to production and delivery. Established creative standards and a feedback culture that raised the consistency and ambition of output across the team.

Brand Design Manager

Catawiki — NL, Amsterdam
April 2020 – March 2021

Europe's leading auction marketplace, 80+ countries. First in-house brand role.

This was my first fully in-house brand role. A deliberate shift to understand brand ownership from the inside. Led visual brand design and communication campaigns across Catawiki's international markets, working with both internal teams and external production partners. Designed and implemented brand visual guidelines that brought consistency to a fast-scaling marketplace operating in multiple languages and cultural contexts.

EDUCATION

IED — Istituto Europeo di Design

Visual Comm. & Art Direction

2008 – 2009

Arte & Messaggio

Graphic Design

2005 – 2007

IIS Caterina da Siena

Graphic Design & Comms

2000 – 2005

LANGUAGES

Italian (native)

English (fluent)

EXPERIENCE (CONTINUED)

Design Manager

Spotzer — NL, Amsterdam

November 2018 – March 2020

Spotzer is a global digital marketing provider serving SMBs across 30+ countries.

I was brought in to lead and professionalise a growing design team, establishing the systems and standards needed to scale quality output. Managed a team of 10+ designers plus external contractors, setting workflow, quality standards, and a culture of constructive feedback.

Senior Creative

G-Star RAW — NL, Amsterdam

November 2017 – October 2018

Premium Dutch denim brand; global retail footprint, fiercely distinctive creative identity.

Working in-house here meant operating inside one of Europe's most design-obsessed fashion brands. Created and led holistic marketing campaigns across digital, print, and social. From concept through to production. Directed creative on photoshoots, working with photographers, stylists, and production teams to translate brand vision into high-end visual content.

Art Director / Designer

TBWA United — NL, Amsterdam

November 2016 – October 2017

One of the world's top creative networks, known for its Disruption methodology.

Working here meant being held to an exceptionally high creative bar, on global accounts with real cultural ambition. Led visual and design direction on advertising campaigns across multiple channels, from brief through to final production. Developed campaigns for Adidas, JTI, and the Hermitage Museum, each requiring a distinct visual language and audience understanding.

Art Director

Ogilvy — IT, Milan

June 2012 – October 2016

Four and a half years at one of advertising's most rigorous creative environments.

Led visual and design direction on integrated advertising campaigns across brand, print, digital, and experiential for some of Italy's most significant accounts. Developed campaigns for American Express, S.Pellegrino, Allianz, and 3Wind, each requiring a different creative approach and audience understanding. Selected for a network exchange at Ogilvy Social.Lab Amsterdam in 2015, an early signal of international ambition and cross-cultural creative thinking.

Art Director

M&C Saatchi — IT, Milan

April 2011 – May 2012

Known for brutal simplicity. A formative year that sharpened concept discipline.

Led visual direction on advertising campaigns for Husqvarna, Sky, Fastweb, and Genertel. Collaborated with copywriters on concept development across brand and direct response briefs. Contributed to new business pitches in a fast-moving, independently spirited creative environment.

Junior Art Director

McCann Worldgroup — IT, Milan

October 2010 – March 2011

Assisted the Creative Director on concept development and visual execution for Durex, Birra Peroni, Royal Caribbean, and Dr. Scholl. First experience of large-network agency.