

DAVIDE MANCINI®

CREATIVE DIRECTOR · BRAND STRATEGY & GLOBAL BRAND BUILDING · 20 YEARS · AGENCY + IN-HOUSE · INTERNATIONAL EXPERIENCE

CONTACT

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CREATIVE LEADERSHIP

- Creative direction and brand strategy
- Team leadership and mentorship
- Stakeholder leadership
- Creative standards and feedback
- Creative operations

BRAND & DESIGN

- Brand strategy and identity
- Visual identity systems
- Design systems and guidelines
- UX/UI direction
- Digital creative

CAMPAIGNS & PRODUCTION

- Integrated campaigns
- Multi-channel campaigns
- TVC and video direction
- Photography direction
- OOH, print and experiential
- Motion and digital

AWARDS

- Cannes Lion Shortlist, 2011
- DMA Echo Awards Italia, Bronze, 2015
- A'Design Award, Iron - Visual Communication, 2015
- NC Digital Award, Bronze in Public Interest, 2016
- AWWWARDS Honorable Mention, 2022

I connect brand strategy, creative direction and execution, combining strong creative judgement with the ability to build teams, establish standards and develop systems that make ambitious work happen at scale.
My experience spans Ogilvy, TBWA, M&C Saatchi, McCann, G-Star RAW, Catawiki, DPDK and Exness, across brand identity, integrated campaigns, digital experiences and creative operations.

EXPERIENCE

Associate Creative Director

Exness — CY, Limassol

July 2025 – Present

Global financial services and trading brand. Set creative vision across brand, product and campaign work.

Build and manage an in-house creative team across design, content and motion. Lead brand evolution across international markets, balancing performance, trust, regulatory requirements and cultural nuance.

Creative Director

DPDK — NL, Rotterdam

April 2021 – June 2025

Digital brand agency. Led the creative department and a team of 15+ designers across brand, UX and motion.

Owned creative quality, team development and workflow across the agency. Led projects from strategy and concept through production and delivery. Established stronger creative standards, feedback practices and consistency while managing daily workflow and project allocation.

Brand Design Manager

Catawiki — NL, Amsterdam

April 2020 – March 2021

International marketplace operating across 80+ countries. First fully in-house brand role.

Led visual brand design and communication across multiple markets, working with internal teams and external partners. Developed and implemented visual guidelines and systems that brought consistency to a fast-scaling, multi-language digital business.

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

Global digital marketing provider serving SMBs across 30+ countries.

Led and professionalised a 10+ person design team plus external contractors, establishing scalable workflows, quality standards and a culture of constructive feedback. Set team workflow and quality expectations to support consistent output at scale.

Senior Creative
G-Star RAW — NL, Amsterdam
November 2017 – October 2018

Premium Dutch denim brand with a global retail footprint and distinctive creative identity.

Created and led holistic marketing campaigns across digital, print and social, from concept through production. Directed creative on photoshoots, collaborating 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

Global agency experience across brand, digital and culturally distinctive accounts.

Led visual direction for Adidas, JTI and the Hermitage Museum, translating strategic briefs into distinctive visual languages and multi-channel executions. Worked within TBWA's Disruption methodology.

Art Director
Ogilvy — IT, Milan
June 2012 – October 2016

International agency experience across major global brands.

Led visual direction for American Express, S.Pellegrino, Allianz and 3Wind across brand, digital, print and experiential. Selected for an Ogilvy Social.Lab Amsterdam network exchange in 2015, strengthening international and cross-cultural creative experience.

Art Director
M&C Saatchi — IT, Milan
April 2011 – May 2012

Integrated advertising and direct-response experience across multiple categories.

Led visual direction for Husqvarna, Sky, Fastweb and Genertel. Collaborated with copywriters on concept development and contributed to new business pitches.

Junior Art Director
McCann Worldgroup — IT, Milan
October 2010 – March 2011

First global creative network experience.

Supported concept development and visual execution for Durex, Birra Peroni, Royal Caribbean and Dr. Scholl, working alongside Creative Directors and senior creatives.