

DAVIDE MANCINI — CREATIVE DIRECTOR — Agency & In-House



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AFTER 15+ YEARS ACROSS AGENCY FLOORS AND IN-HOUSE BRAND TEAMS, I KNOW WHAT SEPARATES FINANCIAL SERVICES COMPANIES THAT EARN GENUINE TRUST FROM THOSE THAT JUST SPEND THEIR WAY TO VISIBILITY.

IT COMES DOWN TO BRAND CONVICTION — THE WILLINGNESS TO BUILD A VISUAL IDENTITY AND COMMUNICATION STYLE THAT ACTUALLY STANDS FOR SOMETHING, NOT JUST A CLEAN LOGO AND GUIDELINES NOBODY READS.

I'VE OWNED BRAND AS A BUSINESS FUNCTION FROM BOTH SIDES — BUILDING CREATIVE SYSTEMS AT AGENCY LEVEL AND RUNNING THEM UNDER COMMERCIAL ACCOUNTABILITY IN-HOUSE. THAT STARTED AT OGILVY, TBWA, AND M&C SAATCHI. THEN INSIDE G-STAR RAW, CATAWIKI, AND EXNESS, WHERE THE STAKES SHIFT COMPLETELY: LONGER TIME HORIZONS, COMMERCIAL ACCOUNTABILITY, REAL ORGANISATIONAL CONSEQUENCES.

EXPERIENCE

-- CY, LIMASSOL --

Exness

| July 2025
/ Present

ASSOCIATE CREATIVE DIRECTOR

Joined Exness — one of the world's largest retail forex brokers (\$4T+ monthly volume) — to lead the evolution of a performance-driven brand into one built on trust and identity.

- Leading creative direction across brand, product, and campaign from vision to execution
- Building and managing an in-house creative team across design, content, and motion

-- NL, ROTTERDAM/AMSTERDAM --

DPDK

| April 2021
/ June 2025

CREATIVE DIRECTOR

Award-winning digital agency known for high-craft brand and UX work. Led the creative department through a period of growth, managing the agency's largest team to date across brand, UX, and motion.

- Directed a creative department of 15+ designers across brand design, UX/UI, and motion
- Led brand and digital projects end-to-end, from creative strategy and concept through to delivery
- Established creative standards and feedback culture that raised quality across all accounts
- Contributed to new business pitches and grew client relationships through strong creative vision

Catawiki

| April 2020
/ March 2021

BRAND DESIGN MANAGER

Europe's leading online auction marketplace, operating across 80+ countries. First fully in-house brand role — a deliberate shift to understand brand ownership from the inside.

- Led visual brand design and communication campaigns across international markets
- Designed and implemented brand guidelines for a fast-scaling, multi-language marketplace
- Collaborated across marketing, UX, and product on brand and campaign initiatives



SKILLS

Creative Leadership

- Creative direction & brand strategy
- Team leadership & mentorship (15+ designers)
- Multi-channel campaign development
- Creative systems & feedback culture
- New business pitches

Brand & Design

- Brand strategy & identity systems
- 50+ logos and brand identities created
- Design systems & guidelines
- UX/UI direction

Production

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

AWARDS

NC Digital Award

BRONZE IN PUBLIC INTEREST SERVICES

Wind Italia – St.Valentine 2016
Experiment (film web / activation)

A'Desing Award

IRON AWARD IN GRAPHICS AND VISUAL COMMUNICATION

David Quotes – Typography Project 2015

DMA Echo Awards Italia

BRONZE

Ceci n'est pas un Lion – Print Ad 2015

EDUCATION

IED – Istituto Europeo di Design

SPECIALIZATION 2008 – 2009
Visual communication and Art Direction

Arte & Messaggio

ASSOCIATE'S DEGREE 2005 – 2007
Graphic Design

IIS Caterina da Siena

HIGH-SCHOOL DIPLOMA 2000 – 2005
Graphic Design & Communications

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Spotzer

| November 2018
/ March 2020

DESIGN MANAGER

Global digital marketing provider serving SMBs across 30+ countries. Brought in to lead and professionalise a growing design team.

- Managed 10+ designers plus external contractors; set workflow and quality standards
- Designed and rolled out design guidelines and UI best practices at scale
- Promoted from Team Lead to Design Manager within three months

G-Star RAW

| November 2017
/ October 2018

SENIOR CREATIVE

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

- Created and led holistic marketing campaigns across digital, print, and social
- Directed creative on photoshoots across photographers, stylists, and production teams

TBWA\United

| November 2016
/ October 2017

ART DIRECTOR / DESIGNER

One of the world's top creative networks, held to an exceptionally high creative bar on global accounts.

- Developed campaigns for Adidas, JTI, and Hermitage Museum
- Contributed to new business pitches across brand, digital, and integrated work

-- IT, MILAN --

Ogilvy

| June 2012
/ October 2016

ART DIRECTOR

Four and a half years at one of advertising's most rigorous creative environments. Where the craft foundations were laid.

- Led integrated campaigns for American Express, S.Pellegrino, Allianz, and 3Wind
- Responsible for branding assignments and new business pitches with senior creative leadership
- Selected for network exchange at Ogilvy Social.Lab Amsterdam in 2015

M&C Saatchi

| April 2011
/ May 2012

ART DIRECTOR

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

- Campaigns for Husqvarna, Sky, Fastweb, and Genertel

McCann Worldgroup

| October 2010
/ March 2011

JUNIOR ART DIRECTOR

Durex, Birra Peroni, Royal Caribbean, Dr. Scholl. First experience of large-network agency culture and production standards.