

GINGER DONEL

CREATIVE DIRECTOR
ART / BRAND STORYTELLING

CONTACT INFO

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EDUCATION

University of Central Florida
Orlando FL 2004

BA Advertising and Public Relations,
Minor Marketing

FPRA Ad/PR Club President, AAF Ad
Club President, AAF NSAC Creative
Director

WHAT I BRING

Manager, mentor, teacher, connector,
and conceptual storyteller. A thinker
and doer who can present, design,
direct, photograph, and inspire.

Fluent in Adobe Creative Suite,
Keynote, PowerPoint, and emerging
AI platforms.

World traveler, camper, hiker, diver,
golfer, animal lover, social justicer,
and friend to the environment.

EXPERIENCE

Chick-fil-A, Sr. Creative Lead

NOV 2022 - PRESENT

Senior Creative Lead within Chick-fil-A's in-house agency, overseeing art direction and campaign development for the Play app, Kids Meals, and Merch Collections. Partner cross-functionally across strategy, design, and production to deliver integrated campaigns that elevate brand storytelling and drive engagement.

Ginger Donel Creative, Creative Director

FEB 2013 - PRESENT

Creative Director and Brand Consultant specializing in strategy-led storytelling, campaign development, brand identity across digital, experiential, and traditional marketing.

Momentum Worldwide, Creative Director

FEB 2022 - OCT 2022

Led creative development for Coca-Cola's experiential, social, and digital campaigns - transforming live events into memorable brand experiences that built emotional connection and loyalty.

MRM/McCann, Contract Creative Director

SEP 2021 - FEB 2022

Led creative direction and team mentorship in a remote senior contract role, delivering impactful work for brands such as Cleveland Clinic, Girl Scouts of America, and U.S. Bank.

United in Gaming, Sr. Creative Director

MAR 2020 - SEP 2021

Directed brand strategy, design, and marketing for a gaming start-up - defining visual identity and leading creative execution across consumer, B2B, and investor initiatives.

Fullscreen, Sr. Creative Director

MAY 2018 - FEB 2020

Oversaw creative strategy and integrated campaign development for social and influencer marketing across global brands. Led cross-functional teams and secured major new business wins including Hard Rock Cafe, Disney's Positively Minnie Shorts, Trolls World Tour, and Twitch Prime.

Creative Circus, Instructor

MAR 2013 - MAY 2018

Educated and mentored emerging creatives in concepting, storytelling, and campaign development - guiding portfolio creation and career readiness for roles in advertising.

Iris Worldwide, Associate Creative Director

AUG 2015 - MAY 2018

Led creative for Porsche, Samsung, Shell, and IHG across digital, social, print, and experiential campaigns. Oversaw and mentored creative teams and co-created the internship program.

Digitas, Lead Creative, Art Director

JUN 2014 - MAR 2015

Art Direction for SunTrust, Delta, CHOA, Brookdale Senior Living

Sparks Grove, Creative Manager, Art Director

AUG 2012 - MAY 2013

Art Direction for Delta, ATT, IHG, Hilton, Bank of America

Moxie, Art Director

MAR 2010 - AUG 2012

Art Direction for Verizon Wireless Brand Sponsorships including NFL, NHL, IndyCar, MTV VMA's