

Darcy McNair


CREATIVE
DIRECTOR


I've spent the last 15 years creating integrated marketing campaigns for the world's largest brands. My specialty is connecting brands to shoppers through meaningful retail experiences that get results for clients.


I thrive in challenging environments — I'm a creative problem solver, a strategic thinker and an in-the-trenches leader. My goal every day is to push myself and those around me to be better.

I'm available for freelance projects and open to full-time opportunities. I'm based in Brooklyn, but always happy to travel.

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 darcymcnair.com

 Brooklyn, NY

2020

FREELANCE | Creative Director | NYC

I'm a one-stop-shop for brainstorming, big ideas, integrated campaigns, design, art direction and writing. I'm happy to work in a team, lead a team or run a project solo. I can be client-facing or behind-the-scenes.

2018 - 2019

THE MARS AGENCY | VP, Group Creative Director | NYC

I led three teams across three offices to create breakthrough shopper marketing programs and best-in-class eComm content.

Nestlé Waters — Perrier, San Pellegrino, Poland Spring

Henkel Brands — Schwarzkopf, Dial, Right Guard, Persil, 'all, Snuggle

Prestige Healthcare — Summer's Eve, Clear Eyes, Monistat, Luden's, Dentek

2017 - 2018

FREELANCE | Creative Director | NYC

Goose Island, Sauza Tequila, Gnarly Head Wines, Lavazza Coffee, Coca-Cola, New Balance, Revlon, Garnier, Post-It, Sharpie, Beiersdorf, Del Monte

2013 - 2016

RED FUSE | North America Creative Director | NYC

Red Fuse Communications is WPP's full-service integrated global agency, dedicated to serving Colgate-Palmolive brands worldwide.

I built and led the team behind Colgate-Palmolive's shopper marketing efforts in North America. I evolved the work from just circular ads to full retail toolkits that defined the shopping experience for all national product launches and seasonal programs at major retailers.

Colgate, Palmolive, Speed Stick, Irish Spring, Softsoap, Suavitel

2009 - 2013

SAATCHI & SAATCHI X | Creative Director | Arkansas

I led the award-winning creative team behind P&G's Health & Beauty brands to create powerful, insights-driven shopper campaigns exclusively for Walmart.

Gillette, Old Spice, Olay, Covergirl, Pantene, Crest, Vicks, Tide, Downy, Iams

2005 - 2009

MOMENTUM WORLDWIDE | Senior Art Director | Atlanta

I contributed to promotional campaigns and live event activations for Coca-Cola's sports and entertainment properties (NASCAR, Olympics, US Open, the Oscars), as well as their loyalty program, My Coke Rewards.

Coca-Cola, Diet Coke, Sprite, Evian, VitaminWater, Powerade, V8

2001 - 2004

Education:

SAVANNAH COLLEGE OF ART & DESIGN

Bachelor of Fine Arts: Graphic Design, Magna Cum Laude