

Curriculum Vitae - Ingo Mettes

concept | copy | content

CV Ingo Mettes > Concept - Copy - Content

Personalia:

Name Ingo (Cornelis Petrus Johannes) Mettes
Address Singel 422-C, 1016AK Amsterdam, The Netherlands
Birthdate 15-06-1973
Nationality Netherlands
Telephone +31 6 21 22 42 69
Linkedin linkedin.com/in/ingomettes/
E-mail ingomettes@gmail.com

Education:

1985-1993 Heerbeeck College HAVO & VWO
1993-1998 HEAO Communicatie Creatief (Creative Communication / Advertising)

Creative Contests:

1998-2002 Dutch Young Dogs 1st, 2nd and 3rd in several pitches
2002-2004 Dutch Young Dogs was a juror at several pitches
2000-2003 ADCN workshops won several workshops
2003-2005 ADCN workshops was a juror and coach at several workshops
2003 ADCN Awards jury member at Activation jury for National ADC awards

Courses:

2001-2002 VEA Post Graduate Concepting Course

Work:

1998 GPPS / Amsterdam Advertising Advertising Agency - internship
2000-2002 Office & Ogilvy Office Advertising Agency
2002-2003 Imagine Advertising Agency

Freelance:

2003-2017 Through HunkyDory Agency a.o. at DDB Amsterdam, DDB & Tribal, Doom&Dickson, Y&R, TBWA, Achtung, 180 Amsterdam, S-W-H, GreyCells, Publicis, LEMZ, Lowe, Lowe Live, FHV/BBDO, Saatchi & Saatchi Amsterdam, JWT, JWT International, Euro RSCG, Euro RSCG 4D, Havas, Etcetera, N=5, Tagora Brussels, KesselsKramer, Ubachs Wisbrun, Imagine', Ara, CCCP, XS2 etc. etc.

2003-current Through own network a.o. at BBDO Brussels, Greenpeace, ZwitterLeven, Combat, ...staat, Usual Suspects, OER, Bookmark, Warchild, Polygone Group Brussels, Rapp, Endemol, Event Department, Delight Media, Sounds like Film, Roorda, DDB, Dolfinarium, Walibi, Qi Ideas, Only, 0930, Roorda, Shoq Studio, Yune, LaTrappe, MWG Congress, Born05, Media Platoon, COZ Marketing, TCC, Etcetera Amsterdam, Zandbeek, MacGyver, MrBrand etc. etc.

CV Ingo Mettes > Concept - Copy - Content

Awards:

ADCN 2005:	Nominated for Amstel - Truck TVC	(Doom&Dickson)
ADCN 2005:	Nominated for Amstel - Citymap-Swanck	(Doom&Dickson)
ADCN 2005:	Nominated for Lucky Strike - Packdesign	(GreyCells/G2)
ADCN 2004:	Nominated for Poledance & Striptease Academy	(Geert & Ingo)
ADCN 2003:	Silver Award (lamp) for APE Foundation	(Imagine')
SAN Nomination 2018:	15 jaar BOB (announcement may 31)	(Roorda)
SAN Accent 2012:	Hertog Jan	(Pickle Factory)
SAN Accent 2010:	Randstad	(Publicis)
SAN Accent 2008:	Ministerie van Verkeer & Waterstaat	(Publicis)
SAN Accent 2008:	CêlaVita	(Etcetera)
SAN Accent 2005:	Amstel	(Doom&Dickson)
SAN Accent 2001:	Sky Radio	(Ogilvy/Office)
EFFIES 2013:	Silver Effie for Centraal Beheer Achmea	(Rapp, DDB, Tribal)
EFFIES 2007:	Silver Effie for Amstel.campaign	(Doom&Dickson)
DIA Awards 2017:	Nominated for Interactive Campaign 15 jaar BOB	(Roorda/No Protocol)
Gouden Apenstaart 2011:	Nominated for Isala website	(Combat)
CANNES LIONS 2005:	Nominated for Amstel - Truck TVC	(Doom&Dickson)
CANNES LIONS 2005:	Nominated for Amstel - Citymap-Swanck	(Doom&Dickson)
Epica 2004:	Silver Epica for Amstel - Truck TVC	(Doom&Dickson)
Epica 2004:	Silver Epica for Amstel - Citymap-Swanck	(Doom&Dickson)
TAF Paris 2003:	Gold Award for APE Foundation	(Imagine')
TAF Paris 2003:	Nominated for Subway	(Ogilvy)
TAF Paris 2003:	Nominated (other category) for APE Foundation	(Imagine')

Skills:

Concepting and copywriting for above, below, through and beyond the line advertising. 360 degrees, outside the box. TV ads, radio, print, online, social media, events, retail, activation, direct, storytelling, (branded) content, concepting for formats, PR, (minor) art direction, creative direction, sparring with clients, strategy

Languages:

Dutch: Native speaker / writer, English: Good, German: Sufficiënt.

Computerskills:

Microsoft Word, Adobe InDesign, Photoshop, Illustrator, GoPro Studio, iMovie, iDVD, Keynote.

CV Ingo Mettes > Concept - Copy - Content

Some clients:

(Non) Alcoholic beverages:	Amstel, Grolsch, Heineken, Brand, Das, Leffe, LaTrappe, Hertog Jan, Orangina, Crystal Clear, Pepsi, Royal Club, Campina, DE, Pickwick, RedBull, Zonnatura.
Recruitment:	Marine, Het Rijk (Governments), Randstad Recruiting, Ernst & Young, ABU, VTL Logistics, Cap Gemini, Google, Appoint
Automotive:	Land Rover, Ford, Hyundai, Seat, Citroën, Peugeot, Honda, Volkswagen, Renault, Renault corporate cars (vans, busses), Fiat, Mitsubishi, Smart, Auto RAI
Collective Campaigns:	Marine, Het Rijk (Governments), Collectieve Newspapers, Teacherscampagne, Integration campaign, SRR (Public Transport Rotterdam), Westland, GreenCab
Corporate:	Delta Lloyd, Ohra, Zwitser Leven (Swiss Life Insurances), Flower Auction Aalsmeer, Lucky Strike, Google, Océ, Strawberries, Samsung, Allerhande (intern), Sumis, MWG Congress.
Cosmetics:	Dove, NIVEA, Weleda, Axe, Andrélon, Chilly
Food & Beverages:	Subway, Danone, Becel, Pringles, Chocotoff, Côte d'Or, Amstel, Grolsch, Heineken, Brand, Das, Orangina, Crystal Clear, Pepsi, Royal Club, DE, Pickwick, Kentucky Fried Chicken, CêlaVita, Maaslander, Olvarit, Allerhande, Rio Mare, Maitre Paul, Autodrop, C1000.
Financial Services:	Delta Lloyd, Centraal Beheer, Ohra, Zwitserleven (SwissLife insurances), AEGON, Rabobank, ABN Amro, MoneYou, AXA, SNS Bank, Interpolis, FBTO.
Charity/Good causes:	Stichting AAP (APE foundation), Greenpeace, Animal Shelter Groot Amsterdam, WarChild, Stichting MS Research, CliniClowns, Meldpunt Kindermishandeling (Anti Child Abuse)
Hifi & TV:	JVC, Philips, Samsung
Household appliances:	JVC, Philips, HP, Samsung, Heineken homebrew, TomTom
ICT & Telecom:	Orange, Dutchtone, Versatel, Chello, KPN, Nokia, Samsung, Symantec, Google, HP, Océ, T-Mobile, Tele2, Ziggo, UPC, Simyo, Simpel.
Media:	Sky Radio, Radio10, Playboy, VNU, Wetenschap in Beeld (Science Illustrated), Flow, MWG Congres, Joop van den Ende Productions, SBS, Wetenschap24, Jersey Boys, Schiphol Media.
Fashion:	Neckermann mode, HEMA, Vrijbouter, Mexx, Suit Supply
Government & PR:	Het Rijk (Governments), Marine, Lerarencampagne (Teacherscampaign), Integratiecampagne (integration), Collectieve 'ontlezingcampagne' kranten (Newspapers), VanAanarBeter
Pharma & Health:	Leo Pharma, GSK, Nicotinell
Travel:	Neckermann reizen, Brits toeristenbureau, VacanceSelect, Lastminute.com, NS Internationaal/Fyra/NS HiSpeed, HEMA Zonvakanties, Thalys, HUSK
Retail:	Hans Anders, HEMA, Lucky Strike, Neckermann mode, Kwantum, Bouwmaat, Samsung (MediaMarkt), Praxis, Mitsubishi, Renault, LaPlace, DE Café, Albron/CenterParcs.
Detergents:	Omo, Edet, Finish, Glorix, EasyPull, Tempo, OralB, Vanish, AmbiPur
Other:	Holland Casino, Lucky Strike, Striptease & Paaldans Academy, Stadsspelen Amsterdam, Gouden Gids, Beter Horen, Wetenschap24, Jersey Boys (musical), BAM, NFI, etc. etc.

For bookings:

+31 6 21 22 42 69

portfolio: ingomettes.nl