

heidi devcich

CREATIVE DIRECTOR | COPYWRITER



I HELP BRANDS AUTHENTICALLY BELONG TO COMMUNITIES



20+ yrs experience.

I've worked with large global clients and small local ones. I've managed several teams right through to 26 countries, and launched a couple start-ups. The best tactic or channel constantly changes, but the best idea is always the authentic one.

I'm intuitive, curious, courageous, and qualified.

- Creative Direction
- Creative Strategy
- Brand Development and Growth
- Concepting and Copywriting
- 3 yr University Diploma in Advertising

I live in New York but call several countries home.

And am inspired by wellness, weirdness, non-toxic living, witty humor, and interior design.



heididevcich.com >
heididevcich@gmail.com
 917-940-2256



1996 FCB IS DESIGN NEW ZEALAND	2002 TBWA\ NEW ZEALAND LONDON AMSTERDAM	2011 AFG NEW YORK	2015 PUBLICIS	2017 FREELANCE McCANN GYRO DI MASSIMO GOLDSTEIN	2019 VML VIA BERLIN CAMERON	2023 FREELANCE CRITICAL MASS / BBDO LA ST JOHN
--	--	--------------------------------	-------------------------	--	--	--