



# Clémence Pluche | Senior Creative

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## Experience

### **DDB, San Francisco | Senior Creative - Writer**

Sept. 2019 - Present

Advertising: Amazon, iShares, Energy Upgrade California  
Branding: Shaklee, Amazon  
Fun facts: Honorable mention in Gov. Cuomo's Mask wearing PSA. Production canceled post-pre-pro because of Covid-19. RIP that great idea.

### **Eleven Inc, San Francisco | Writer**

Feb. 2015 - Aug. 2019

Advertising: Google Cloud, Dignity Health, JetSuiteX (JSX), SurveyMonkey, Pella Windows, Supercell.  
Branding: SurveyMonkey, JSX, Gallo Wines, Old Trestle Distillery.  
Fun facts: Mike McKay hired me without a book. Became a power duo with [Mike Butler](#). Lived in LA for 4 months on production, leading a project without a creative director. Shot in Slovenia.

### **Whybin\TBWA, Sydney | Content Intern**

Sept. 2014 - Dec. 2014

Created content for the Mastercard Priceless Engine and dipped my toes in lots of strategy (trend research, competitive research, basically-research.)

## Projects   Skills

### **Fiddle + Find | Ceramics**

Feb 2016 - Present

Working with words all day makes my hands restless. I make ceramics, take a look [here](#) and on my Instagram.

### **My Box of Beauties | Children's Book**

May 2020

I wrote a children's book about patience, sharing and gratitude. For any publishing inquiries, advice please contact me. (I would be very grateful.)

### **Eye of the Avocado | Sous Chef**

Aug. 2015 - Dec. 2015

Sous chef to Jes Taber for her weekend breakfast sandwich pop up (while working full time.)

### **Languages**

French: fluent.  
English: fluent.  
Spanish: semi-fluent.  
Mandarin: it's rough but its there.

### **Specialties**

And things I do:

Advertising writing  
Creative writing  
Going for seconds  
Branding  
Naming  
Script writing  
Plant advice  
Art direction  
Making things hygge  
Americanizing words in French on purpose because if I say it right people think I'm a know it all.