

Gari Cruze, copywriter.

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portfolio garicruze.com

EXPERIENCE

Associate Creative Director / Copywriter

Freelance | Washington, DC

September 2022 – Present

Developing the brand for a new premium service including voice and tone guidelines and visual direction. Concepting a full brand campaign including TV/OTT, social, in-store signage, OOH and more. Naming new products.

Clients: **SmileDirectClub / AKQA**

Associate Creative Director / Copywriter

iRobot | Boston, MA

February 2022 – September 2022

Helped create an in-house agency from the ground up — built and managed the copywriting team, developed voice and tone guidelines, helped develop creative strategy, concepted integrated campaigns, and everything else it takes to get an internal ad agency up and running.

Associate Creative Director / Copywriter

Huge | Washington, DC

October 2015 – February 2022

Helped lead teams, concepted and wrote integrated campaigns, developed voice and tone guidelines, directed team members, and more.

Clients: **TikTok / Lyft / NPR / Google / M&Ms / The Home Depot / Impossible Burger / Sotheby's International Realty / The United Nations / Consumer Electronics Show (CES) / Federal Student Aid / Period Movement / Blue Cross Blue Shield / Centura Health**

Copy Director

Redpepper | Nashville, TN

August 2014 – October 2015

Concepted integrated campaigns and helped lead creative teams.

Clients: **Slack / Cracker Barrel**

Copy Director

Possible | Cincinnati, OH

April 2012 – August 2014

Concepted and oversaw copy on integrated campaigns and managed three copywriters.

Clients: **Folgers / Sunglass Hut / Dunkin' Donuts / P&G / Microsoft / Reddi-wip / Orville Redenbacher's / Millstone Coffee**

Clients:



The Johnson Group | Chattanooga, TN

Collaborated, concepted and wrote for campaigns across all media, oversaw two copywriters and two social media coordinators, plus created social media plans including content strategy.

Copywriter

April 2005 – January 2006

Clients: **Ford Motor Company / Clearwire Wireless Broadband**

EDUCATION

Melbourne Business School

B.A. Public Relations

YOU MAY HAVE SEEN MY WORK HERE

Ad Age/Creativity

Print Magazine

USA Today

Shorty Awards

ADDYs

PSFK

Discovery Channel

SKILLS

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