Gari Cruze, copywriter.

mobile 423 · 618 · 1712

email gari@garicruze.com

portfolio garicruze.com

EXPERIENCE Clients:

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

luA

slack

n p r

Google

Robot

→BROOK5

TikTok

M&MS

P&G

smile

Sotheby's INTERNATIONAL REALTY







Senior Copywriter

The Johnson Group | Chattanooga, TN

January 2006 - April 2012

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.

Clients: Sunbelt Bakery / U.S. Xpress / HTH Pool Care / EPB Fiber Optics

Copywriter

St. John & Partners | Jacksonville, FL

April 2005 - January 2006

Concepted and wrote advertising including digital, TV/video, print and more.

Clients: Ford Motor Company / Clearwire Wireless Broadband

EDUCATION

Mini MBA in Marketing

Melbourne Business School

B.A. Journalism
B.A. Public Relations

Southern Adventist University

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YOU MAY HAVE SEEN MY WORK HERE

Adweek The Drum Trend Hunter
Ad Age/Creativity Shorty Awards PSFK

Communication Arts Business Insider Chicago Tribune
Print Magazine ADDYs Discovery Channel

USA Today

SKILLS

Copywriting • Creative direction • Creative strategy • Brand campaigns • Integrated campaigns • Social media campaigns • TV/OTT ads • UX copywriting • Voice and tone development • Editorial writing • Out-of-home billboards • Streaming radio ads • Video scripts • Presenting • Mentorship • Collaboration • Many more, just ask