

CREATIVE  
DIRECTOR  
/WRITER

MIKEWRITER.NET  
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**FIREWOOD MARKETING**

4.17 – 6.17

**GOOGLE**

10.16 – 4.17

**MRY**

5.15 – 5.16

**SWIRL**

1.12 – 5.15

**FREELANCE**

9.09 – 9.11

**GODFREY Q AND PARTNERS**

8.08 – 8.09

**FREELANCE**

6.08 – 8.08

**OGILVYONE WORLDWIDE**

5.05 – 6.08

**SKONA ADVERTISING**

4.04 – 3.05

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**EDUCATION**

Academy of Art University  
Santiago Canyon College

# MIKE RUIZ

San Francisco based Creative Director with a focus on Digital Advertising, Social Media, Brand Strategy and Campaign Development. My experience and expertise in the industry also extends to more traditional mediums including print, script writing for video, radio and broadcast, and outdoor media.

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**GROUP CREATIVE DIRECTOR**

AirBnB, LinkedIn

**CREATIVE STRATEGIST**

Google Brand Studio

**CREATIVE DIRECTOR**

Charles Schwab, Credit Karma, Del Monte, Google, T-Mobile

**ASSOCIATE CREATIVE DIRECTOR**

California Grapes Commission, Clorox, eBay, eBay Motors, eBay Local, Hidden Valley Ranch, Intel, Kelleher International, Marine Mammal Center, Microsoft, PayPal, Peet's Coffee and Tea, RedLaser, SoFi, Soy Vay, Western Athletic Clubs, Walmart

**SENIOR COPYWRITER**

**Publicis Modem / Riney** – LG, New Business

**Anthem Worldwide / Real Branding** – Lipton Iced Tea; Brisk and 100% Naturals product lines, IGN Entertainment, Travel Guard, Universal Pictures

**CBS Interactive** – CBS.com, CBS News, CBSSports.com, CHOW, CNET, GameSpot, Metacritic, TV.com, ZDNet

**Seven Design** – Digital Strategist; Visa

**Questus** – Suzuki Motor Sports, Capital One

**Logitech** – Branding and Nomenclature: PC and Console Gaming Products and Accessories

**SENIOR COPYWRITER**

Symantec, Norton, Intel, Force10, Salesforce.com

**SENIOR COPYWRITER**

**Questus** – Suzuki Motor Sports, Autodesk

**Organic** – Mitsubishi Motors

**COPYWRITER**

Barclays Bank: U.S. division of iShares and iPath, Bay Area Interactive Group, Casio, Sony Computer Entertainment: Playstation - Buzz! game franchise, Ratchet & Clank game franchise, TiVo, Wells Fargo, Yahoo!

**COPYWRITER**

Blue and Gold Fleet, eSkye Software, Jessica Sexton Designs, Korkers Footwear, Meyer Sound Design, Racine Danish Kringles

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**EXTRAS**

**Silver Addy** – American Advertising Awards, Seattle 2016

**Instructor** – Academy of Art University 1.07 – 12.09

**Best in Show** – CMYK Magazine, Issue 23