

CREATIVE
DIRECTOR
/WRITER

MIKEWRITER.NET
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FREELANCE

7.17 – CURRENT

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

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.

CREATIVE DIRECTOR

Grey San Francisco – Fitbit

Intrepid SF – Topology Eyewear

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

EXTRAS

Silver Addy – American Advertising Awards, Seattle 2016

Instructor – Academy of Art University 1.07 – 12.09

Best in Show – CMYK Magazine, Issue 23