

Gari Cruze, copywriter.

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EXPERIENCE

ACD/Copywriter

Huge | Washington, DC

October 2015 – Present

For this digital agency, I help concept and write integrated campaigns, develop voice and tone guidelines, direct other copywriters, and more.

Clients: Lyft, NPR, Google, Impossible Burger, Federal Student Aid, U.S. State Dept

Copy Director

Redpepper | Nashville, TN

August 2014 – October 2015

For this digital agency, I wrote, concepted, and helped lead creative teams, plus managed writers.

Clients: Slack, Cracker Barrel, and others

Copy Director

POSSIBLE | Cincinnati, OH

April 2012 – August 2014

For this digital agency, I collaborated, concepted, and oversaw copy on integrated campaigns. I also managed three copywriters.

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

Senior Copywriter

The Johnson Group | Chattanooga, TN

January 2006 – April 2012

I 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, and others

Copywriter

St. John & Partners | Jacksonville, FL

April 2005 – January 2006

I concepted and wrote broadcast, print, and digital projects.

Clients: Ford Motor Company, Clearwire Wireless Broadband

EDUCATION

IDEO U

Insights for Innovation

Seven-week course from award-winning global design firm IDEO. The course helps marketers see the world differently so they can uncover deep insights for solving problems in innovative new ways. It focuses on five key skills: 1) observing people, 2) discovering new perspectives, 3) interviewing people, 4) using empathy to design immersive experiences, 5) sharing compelling insights.

Boulder Digital Works

It's a school in Boulder, CO that helps people learn how digital, tech and marketing come together—new processes, iteration, collaboration. Instructors: Edward Boches (Mullen), Kim Laama (AKQA), Scott Prindle (MADE), Gareth Kay (Chapter), Tim Malbon (Made by Many) and others.

Southern Adventist University

B.A. Journalism

B.A. Public Relations

WORK RECOGNIZED IN THESE PUBLICATIONS & SHOWS

Adweek

Ad Age/Creativity

The Drum

PSFK

Trend Hunter

Business Insider

USA Today

Print Magazine

Chicago Tribune

Discovery Channel

ADDYs