



- C** 503.341.4925
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SUMMARY

Writer. Strategist.
Big picture thinker.

I specialize in creating and shepherding ideas that span digital, social and traditional experiences to own the hearts, minds and pocket-books of client's customers. With an extensive background in marketing and advertising, I help big brands, small start-ups and everything in between to define their niche, develop their voice and gain market share. A strong presenter and inspiring mentor, my infectious enthusiasm brings out the best in a team.

SKILLS

Creative Strategy
Concept Development
Copywriting
Broadcast Production
Social Media Platforms
Microsoft Office
PowerPoint

EXPERIENCE

SEED, LLC - PORTLAND, OR

3/09 – Present » Owner/Creative Director

- Ideated and produced re-branding campaign for private university that better integrated previously fragmented digital, traditional and social efforts resulting in 21% increase in applications
- Utilizing U.S. company's brand standards, created a retail signage system with more global reach
- Collaborated with B2B Digital AOR to create brand umbrella for pitch, presented to client's corporate board, helped advance to final round for \$12M consumer division
- Partnered with public utility company's marketing and communications divisions, created integrated campaign for 150th Anniversary improving perception for shareholders and customers alike

CLIENTS

Columbia Sportswear,
KEEN, Nike, PGE,
WebMD, Marylhurst
University,
Intel and Alaska
Airlines

MERCURY ADVERTISING – BOZEMAN, MT

2/08 – 2/09 » Creative Director / Writer

- Developed brand standards book for agency's largest tourism client streamlining the narrative among many Convention and Visitor Bureaus and reached a new demographic target for the industry
- Managed creative department of eight, conducted performance reviews, recognized great ideas and pushed to further improve agency effectiveness and attract new clients
- Guided strategy for agency's largest creative initiative that synthesized numerous communication points and streamlined creative department in timely delivery of campaign

CLIENTS

Montana Tourism,
Big Sky Resort, First
Interstate Bank and
Rio Fly Lines

CRISPIN PORTER + BOGUSKY – BOULDER, CO

1/07 – 12/07 » Senior Copywriter

- Coined platform line and wrote digital, social and traditional tactics to help agency win \$25M account
- Invented products for client—that made it to R&D—in effort to help create additional revenue streams
- Launched new product with a comprehensive campaign utilizing TV, Radio, Social and OOH

CLIENTS

American Express,
Burger King,
Volkswagen, Miller
Brewing, Shimano and
Compass Bank

CRAMER-KRASSETT - PHOENIX, AZ

2/05 – 10/06 » Senior Copywriter

- Lead copywriter and guardian of the brand voice for two of the agency's largest clients
- Authored award-winning guerilla campaign for local non-profit that captured a new market
- Provided connective creative thread between agency departments in several new business pitches

CLIENTS

MGM Grand Hotel,
Phoenix Art Museum,
SRP Power and
Valley Toyota

HMH ADVERTISING – PORTLAND, OR

9/03 – 2/05 » Senior Copywriter

- Crafted engaging, award-winning copy for consumer and business-to-business accounts
- Teamed with clients to set objectives for campaigns and created work that surpassed sales goals
- Launched campaign for financial services company that rallied employees behind new brand platform

CLIENTS

Freightliner Trucks,
Louisiana-Pacific,
The Standard, Carolina
Raptor Center

CONTINUES >>



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EXPERIENCE CONTINUED >>

JOHNSON SHEEN ADVERTISING - PORTLAND, OR

11/99 - 6/02 » Copywriter

- Developed creative platforms and voice for clients that spanned broadcast, print and digital channels
- Helped the agency grow from 15 to 35 people by participating in and helping win new business pitches
- Coordinated with outside vendors to produce materials on time and on budget

CLIENTS

Gerber Blades,
Oregon Dairy Council,
The Portland Tribune,
Subway and Tonkin
Auto Group

COLE & WEBER - SEATTLE, WA

9/98 - 6/99 » Copywriter

- Created branding ideas for a large aerospace manufacturer that executed on international scale
- Collaborated with interactive department to develop a cohesive brand voice across various mediums

CLIENTS

Boeing, A Contemporary
Theater, K2 Skis,
Kentucky Fried Chicken,
Museum of Flight

DDB - CHICAGO, IL

1/95 - 9/98 » Copywriter

- One of the youngest writers ever to be awarded a full time position with Chicago's 2nd largest agency
- Partnered with Creative Director and learned the ropes—quickly—as sole writer on a \$30M account
- Learned something that's still valuable today: fall in love with the blank page everything else is gravy

CLIENTS

Anheuser-Busch, Betty
Crocker, General Mills,
Helene Curtis, S.C.,
Johnson, McDonald's

EDUCATION

NORTHERN ILLINOIS UNIVERSITY - DEKALB, IL

B.A. in Communications / Minor in English

AWARDS

Communication Arts, Archive, National Addy, OBIE Award, Portland Roseys, Seattle Show

ACTIVITIES

Skiing, hiking, surfing, fly fishing, sailing, playing guitar and keeping up with my overly-spirited daughter