

GUY RAGNETTI > *creative director/writer*

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EXPERIENCE

GUY RAGNETTI CREATIVE SERVICES, LLC - PORTLAND, OR

4/09 – Present Freelance Creative Director/ Writer

Provide strategic direction, branding initiatives, copywriting and production for advertising agencies, design firms and direct-to-client work. Led new business pitch for a \$12M account that required heavy client contact and superior presentation skills. Worked directly with clients to create effective materials for their sales staff. Client list includes: Sandstrom Design, Razorfish, R-West, Sockeye Creative, Magneto, Nike, Marylhurst University and WebMD.

MERCURY ADVERTISING – BOZEMAN, MT

4/08 – 2/09 Creative Director / Writer

Managed a department of 8 and served as lead creative on local, regional and national clients. Developed brand standards and guideline book for the agency's largest client. Oversaw production and budgeting for a large TV campaign. Accounts: Montana Tourism, Big Sky Ski Resort, First Interstate Bank and Rio Fly Lines.

CRISPIN PORTER + BOGUSKY – BOULDER, CO

1/07 – 12/07 Senior Copywriter

Created, wrote and produced holistic branding campaigns that integrated traditional, online and gaming efforts. Participated in product development with clients and generated buzz with media partners. Accounts: American Express, Burger King, Volkswagen, Miller Brewing, Shimano and Compass Bank

CRAMER-KRASSELT - PHOENIX, AZ

2/05 – 6/06 Senior Copywriter

Served as lead copywriter on two of the agency's three largest pieces of business. Produced radio, television and print that coincided with brand standards and voice. Participated in several new business pitches. Accounts: MGM Grand Hotel, Phoenix Art Museum, SRP Power, Valley Toyota.

HMH ADVERTISING – PORTLAND, OR

9/03 – 2/05 Senior Copywriter

Created engaging, award-winning copy for consumer and business-to-business accounts. Worked directly with clients to determine goals and deliverables for the campaigns. Coordinated with Account Service, Media, Research and Production departments to deliver cohesive advertising campaigns. Accounts: Carolina Raptor Center, Freightliner Trucks, Louisiana-Pacific, The Standard Insurance.

JOHNSON SHEEN ADVERTISING - PORTLAND, OR

11/99 - 6/02 Copywriter

Developed creative platforms and voice for clients that were translated across radio, television, print, web and direct mail. Helped the agency grow from 15 to 35 people by participating in and helping win new business pitches. Worked with outside vendors to complete production of materials on time and on budget. Accounts: Gerber Legendary Blades, KPAM Radio, Oregon Dairy Council, The Portland Tribune, Portland General Electric, Subway, Tektronix Printers, Tonkin Auto Dealerships, US Bank.

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EXPERIENCE CONT'D

COLE & WEBER - SEATTLE, WA

9/98 - 6/99 *Copywriter*

Created branding ideas and wrote copy for the agency's largest client. Worked with interactive department to develop a cohesive brand voice across various mediums. Accounts: Boeing, A Contemporary Theater, K2 skis, Kentucky Fried Chicken, Museum of Flight.

DDB - CHICAGO, IL

1/95 - 9/98 *Copywriter*

Concepted and wrote national advertising campaigns for large Blue Chip clients. Worked directly with Creative Director to manage and produce deliverables for a \$30M account.

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

FREELANCE

7/06 - 1/07

Karsh + Hagan - Denver, CO - Colorado Lottery.

McClain Finlon - Denver, CO - Qwest.

6/02 - 9/03

Robley Christiansen Wolfe - Portland, OR - Boise Cascade, Danner Boots.

Dailey & Associates - Los Angeles, CA - Callaway Golf.

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

Backcountry skiing, hiking, surfing, fly fishing, road biking and trying to still learn that darn guitar.