

# Gari Cruze

COPYWRITER & IDEA-THINKER-UPPER

I've always loved words. And I've always loved advertising. Even as a wee Gari, I remember watching TV with eyes wide and mouth a-drool—not just at the cartoons, but at the commercials. The visuals, the copy, all of it fascinated me. So I never had trouble with the “What do you want to do when you grow up?” thing. Couple that with my obsession about all things digital, social and tech, and today this business is more fun than ever (if you ask me). Lately I've upped the ante by getting new insights from the digital brilliance at Making Digital Work in Boulder, Colorado—people like Edward Boches from Mullen, Matt Howell from Arnold, Scott Pringle from CP+B, Gareth Kay from Goodby Silverstein & Partners, Kim Laama from AKQA, and others. So if you're looking for someone who can think up big ideas (and small ones), write for different audiences no matter where they're experiencing the brand, and collaborate with various people on your team—from digital to creative to account service—then we might make a good match. Give me a ring or send me an email and let's yak: 423.618.1712 / garicruze@gmail.com

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423.618.1712 mobile

## Experience

Copy Director

**Possible Worldwide**

Cincinnati, OH  
Apr 2012 - Present

Senior Copywriter

**The Johnson Group**

Chattanooga, TN  
Jan 2006 - Apr 2012

Collaborated, concepted and wrote projects across all media, including digital, social media, print and broadcast. Oversaw and advised agency copywriters and social media coordinators. Also created social media plans including content strategy, messaging and crisis communications.

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Copywriter

## St. John & Partners

Jacksonville, FL

Apr 2005 - Jan 2006

Concepted and wrote online and offline projects for national clients like Ford Motor Company and Clearwire Wireless Broadband.

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Copywriter

## Freelance

Various Locations

Dec 2002 - Present

Concepted and wrote online and offline projects for clients like Little Debbie Snack Cakes, BlueCross BlueShield of Tennessee, EPB Telecom, EPB Electric Power, Siskin Hospital for Physical Rehabilitation, NGRM Concrete, and others.

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Copywriter

## DD+N Advertising

Chattanooga, TN

Jun 2000 - Apr 2002

Concepted and wrote online and offline projects for Phisoderm Acne Wash, BP, WebMD, Carpets of Dalton, Mary McGuire's Irish Pub, Hamilton Medical Center, Bradley Memorial Hospital, Geisinger Healthcare, United Way, Patcraft Commercial Carpet, Shaw Industries and others.

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Copywriter

## ARS Advertising

Chattanooga, TN

Dec 1997 - Feb 1999

Concepted and wrote in-store promotions for Whirlpool, KitchenAid, Kenmore and Sears.

## Education

Boulder Digital Works

Boulder, CO

### Making Digital Work

Digital marketing workshop on consumer trends, digital strategy, new teams and processes, the evolution of user experience, how to actually build things and more. Featured presenters: Edward Boches (Mullen), Gareth Kay (Goodby, Silverstein & Partners), Matt Howell (Arnold), Kim Laama (AKQA) and more.

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B.A. Journalism / B.A. Public Relations

Collegedale, TN

### Southern College

## Awards

ADDYs 2011

PRINT Magazine 2009

PRINT Magazine 2008

ADDYs 2006

ADDYs 2004

ShowSouth 2004

OinkInk Dead Radio Awards (Finalist out of 25,000 entries) 2004

ShowSouth 2002

Comeback Player of the Year (Little League)

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