Guy Lowe

FREELANCE WRITER | ATLANTA/NYC

Remote

freelanceguy@mindspring.com
office

Writer • Contributing Creative Director • Off-Camera Interviewer
• Available in Atlanta & NYC

Online Portfolio | guylowe.com

Additional Healthcare TV | http://bit.ly/1BJkMUr

Professional Highlights

Summary

• Have helped create advertising for an eclectic mix of products
and services: from fried chicken to robotic heart surgery

• Conceptualize | Write | Interview (Off-Camera) | Supervise

• TV | Web | Radio | Print | Direct Mail | Outdoor

• Healthcare – Academic Medical Centers, OTC, Some Rx | Technology | Education | Restaurant | Retail | Travel, Tourism | Luxury Real Estate | Nonprofit

• A Major Strength: Branding (Campaigns)

• Portfolio represents full range of experience: writer/contributing writer
on all projects included, working closely with art directors and other colleagues; associate creative director on several brands; and on some freelance projects, contributing creative director, working with executive creative directors

• Provide creative leadership and mentor colleagues; regularly present to and advise senior clients; often help supervise broadcast production — talent and director selection, audio/video recording/shoot/editorial, music, etc.; and contribute to strategy

Most Recent: Freelance, 09–Present

Some Highlights

Ad Agency: Marino & Co., NYC, and Onsite at Client – Reckitt Benckiser, NJ
• Delsym Cough Liquid – TV and Print
• Mucinex – TV and Print

Ad Agency: Monaco Lange, NYC
• Inteliquent Global Telecom – Branding/Web Content
• Sentinel Data Centers – Branding
• Tapad Internet Data – Branding

Ad Agency: Munn Rabôt, NYC
• Brigham and Women's Hospital, A Teaching Affiliate of Harvard Medical School – Branding/TV/Print/Some Web/ Off-Camera Interviewing of Patients and Doctors
• NewYork-Presbyterian, The University Hospital of Columbia and Cornell – Branding/TV/Radio/Print/Some Web/ Off-Camera Interviewing of Patients and Doctors

Previous Full-Time

Highlights

DIGITAS, BOSTON
Senior Writer, 05–08 | OnStar by GM

FITZGERALD & CO, ATLANTA
Senior Writer/ACD/VP, 89–92 & 92–94 | Popeyes | Other

BBDO/SOUTH, ATLANTA
Senior Writer, 88–89 | Delta Air Lines

PLEASE NOTE: Does not include all full-time positions prior to 98 — some successes, lots of short-lived

Additional Highlights

Account – Ad Agency

• Aiwa Electronics – Gigante Vaz, NYC
• Bausch & Lomb Interplak – Fitzgerald & CO, Atlanta
• Crestor Rx – CommonHealth, NJ (Now Ogilvy CommonHealth)
• Georgia-Pacific – Design Seven, Atlanta
• Home Depot – Digitas, Boston
• Italjet Scooters – Burkhardt & Hillman, NYC
• Ontario Tourism – SMW, Toronto
• Olive Garden Restaurant – Grey, NYC
• PacTel Cellular – Fitzgerald & CO, Atlanta
• Pizza Hut Southeast – Austin Kelley, Atlanta
• Samsung Canada – SMW, Toronto
• Verio Internet – Ryan Drossman, NYC
• Wal-Mart Canada – SMW, Toronto

Some Awards

• One Show Gold – TV
• Cannes Finalist – TV
• Graphis Advertising Annual – Print

Education

• BA, Political Science, Auburn University
• Chattahoochee Valley Community College

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