

# ANDREW RENNIE

## CREATIVE DIRECTOR | WRITER

ANDREWARENNIE@GMAIL.COM | (647) 991-7684

### **ACD | WRITER - BERNERS BOWIE LEE (CONTRACT)**

**OCT 23**

- NEW BUSINESS PITCH FOR A SPORTS BETTING PLATFORM

### **ACD | WRITER - MLSE (CONTRACT)**

**JAN 23 - OCT 23**

- CREATING INTEGRATED CAMPAIGNS FOR MLSE AND ITS PARTNERS
- MENTORING CREATIVES
- CO-LEADING PRODUCTION
- CLIENTS: GOOGLE, UBER, GILLETTE, GODADDY, TURBOTAX

### **ACD | WRITER - BBDO (CONTRACT)**

**OCT 22**

- NEW BUSINESS PITCH FOR A VAPE BRAND

### **ACD | WRITER - GALE (CONTRACT)**

**MAY 22 - SEPT 22**

- HELPED LAUNCH BRAND PLATFORM FOR US MARKET
- REFRESHED WEBSITE CUSTOMER EXPERIENCE
- ASSISTED IN LEADING PRODUCTION
- MENTORED JUNIOR CREATIVES
- CLIENTS: DEVRY UNIVERSITY, SANTANDER

### **ACD | WRITER - PUBLICIS (CONTRACT)**

**DEC 21 - APR 22**

- DEVELOPED INTEGRATED CAMPAIGN (FIRST FOR PUBLICIS)
- DEVELOPED PLATFORM FOR LOYALTY PROGRAM
- MENTORED A JUNIOR TEAM
- CLIENT: CANADIAN TIRE

### **ACD | WRITER - THE & PARTNERSHIP**

**MAR 20 - OCT 21**

- MANAGED TEAMS DIRECTLY AND INDIRECTLY
- DEVELOPED AND SOLD PLATFORMS, CAMPAIGNS AND PR IDEAS
- HELPED INFORM STRATEGY
- CLIENTS: CANADA POST, SAPPORO, TELUS
- HIGHLIGHTS: GOLD AND BRONZE CMA (CANADA POST)

### **SENIOR WRITER - BLEUBLANCROUGE**

**OCT 17 - JULY 19**

- DEVELOPED AND SOLD PLATFORMS AND CAMPAIGNS
- WORKED DIRECTLY WITH AGENCY PARTNERS
- MENTORED WRITERS
- CLIENTS: PLAN INTERNATIONAL, MS SOCIETY OF CANADA, FREEDOM MOBILE
- HIGHLIGHTS: NOTABLE BRANDED COTY (PLAN INTERNATIONAL)

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### **FREELANCE COPYWRITER**

#### **DEC 12 - PRESENT**

- CREATIVE DIRECTION, COPYWRITING AND WEB CONTENT STRATEGY
- KEY ASSIGNMENTS: MLSE, RBC, LG2, LABATT, JACKMAN, VICE, ZAK

### **COPYWRITER - CARSWELL**

#### **NOV 11 - NOV 12**

- WROTE COPY FOR PRINT AND DIGITAL COLLATERAL
- RESEARCHED LEGAL, FINANCIAL AND EDUCATIONAL TRENDS
- PARTICIPATED IN INTERNAL CONCEPT MEETINGS

### **CONTRIBUTING WRITER - NOW MAGAZINE**

#### **APR 09 - JAN 12**

- WROTE PITCHES, LIVE REVIEWS, FEATURES FOR MUSIC DEPARTMENT
- CONDUCTED FIRST-HAND RESEARCH AND FACT-CHECKING
- PERFORMED COPY AND AUDIO EDITING

## **EDUCATION**

### **EMBA CREATIVE LEADERSHIP - THE BERLIN SCHOOL**

#### **OCT 21 - PRESENT**

- EXPECTED TO GRADUATE OCTOBER 2024

### **BA PROFESSIONAL WRITING - YORK UNIVERSITY**

#### **SEPT 03 - OCT 07**

- GRADUATED DEAN'S LIST

## **VOLUNTEERING**

### **CENTENNIAL COLLEGE**

#### **MAR 23 - PRESENT**

- PROGRAM ADVISORY COMMITTEE CHAIR