

Ricky Johanet

Copywriting
United States

View the full portfolio at <http://www.thecreativefinder.com/rjohanet>

Professional Experience and Curriculum Vitae

I want to create advertising that doesn't feel like advertising.

I don't believe in beating a message down peoples' throats, but rather creating experiences that enable them to FEEL the message. Because I believe when you do that, you don't have to bombard consumers every chance you get, they'll be the ones to seek you out.

Specialties: Digital, social, mobile, branded content, stunts, events, tricks, pranks, guerrilla, or gorillas—The type of stuff that makes people go, "Whoa, that didn't suck."

Previous Clientele

Sprint
Miller Lite
Stride
Adidas
JCPenney
OfficeMax

Awards and Accolades

Tonight's Special
A young yet experienced writer with a knack for strong, integrated ideas.

Starter
Columbia College Chicago (2008-2012)
BA in Marketing Communications with a focus on Advertising.
Graduated with honors & a lustrous 3.75 GPA.

Main Course
Jr. Writer // Digitas (Winter 2012-Present)
Worked on branded content, digital, mobile & social for Sprint.

Copy Intern // Digitas (Summer 2011)
Clients include: OfficeMax, Sprint, Sears, Groupon & Michelob Ultra.

Copy Intern // Euro RSCG (2010-2011)
Clients include: MillerCoors, Hillshire Farm & Harley Davidson.

Copy Intern // The San Jose Group (Summer 2010)
Clients include: Chicago White Sox, American Family Insurance & ComEd

Awards and Accolades

One Show, AAF NSAC, CAF, 4A's, iStock \$1500
Grant, CCC Outstanding Internship.

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Please kindly get in touch for portfolio works.