

Ray Johnson
Copywriter/CD

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Starfish/SK+G, NYC Copywriter/Strategist, 3/1 2007-present
Responsibilities include strategic planning, positioning, executing advertising and developing marketing initiatives for a variety of clients including MGM/Mirage, PWC, Sodexo, Palms Casino Resort Las Vegas, Borgata Atlantic City, Nevada Cancer Institute and Montage Hotels and Resorts.

Saatchi & Saatchi, L.A. Copywriter/Consultant, 5/1 2006 – 2/1 2007
Worked for Harvey Marco on the \$300 million launch of the Toyota Tundra. Created the industrial film for the press conference at the new plant in Texas and wrote the “real demos” campaign that premiered on Super Bowl XLI.

David & Goliath, L.A. Group Creative Director, 3/15 2004 - 4/15 2006
Headed a group of 15 creatives and designers. Wrote for and supervised advertising on every aspect of the Kia Motors America account.

Lowe, NYC ACD, 1999-2004
Wrote the “We are Professional Grade” campaign for GMC trucks and the “Welcome to the State of Independence” campaign for Saab cars.

TBWA/Chiat/Day, NYC ACD, 1995-1999
Pitched and won Embassy Suites hotels with the “Design for Living” campaign. Worked on ABC Sports, Prodigy Internet, Seagrams and New York Life.

Deutsch, NYC Sr. Copywriter, 1994-1995
Pitched and won Hasbro’s “Cabbage Patch Kids.” Worked on Gallo wine and spirits. Wrote and produced dozens of LensCrafters spots.

Ogilvy & Mather, NY Copywriter, 1992-1994
Reported to Bill Hamilton and Rick Boyko. Did copywriter duties for Hardees, Hershey’s, American Express, and Lipton.