

Guy Lowe | Freelance Writer and Contributing Creative Director | Atlanta

Also Available in NYC | freelanceguy@mindspring.com | 917.747.5215

Online Portfolio: guylowe.com | More Healthcare TV: bit.ly/1BJkMUr

Portfolio represents full range of experience: lead 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

First and Foremost, Ideas

- Work with Art Directors to Develop Concepts | Write Virtually All Material
- Integrated | TV | Digital | Direct – Email, Snail, CRM, Content | Radio | Print | OOH | Collateral
- Healthcare – Academic Medical Centers, OTC, Some Rx | Technology | Education | Restaurant | Retail | Travel, Tourism | Luxury Real Estate | Nonprofit
- Contribute to Strategy | Provide Creative Leadership | Interview Patients/Doctors – Broadcast | Mentor Colleagues | Regularly Present to and Advise Senior Clients | Often Supervise Broadcast Editing | Contribute to Talent and Director Selection | Contribute to Audio/Video – Recording, Shoots, Editorial, Music
- Major Strength: Branding (Campaigns)

Most Recent: Freelance, 09–Present

Some Highlights

Ad Agency: Marino & Co., NYC, and On-Site at Client – Reckitt Benckiser, NJ

- Delsym Cough Liquid – TV/Print
- Mucinex – TV/Print

Ad Agency: Monaco Lange, NYC

- Couche-Tard Convenience Stores – Branding
- Inteliquent Global Telecom – Branding/Web Content
- Sentinel Data Centers – 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

Past Experience – Some Highlights

- BOSTON: Digitas, Senior Writer, Full-Time, 05–08
- NEW YORK: Munn Rabôt, Writer/Contributing CD, Significant Freelance, 99–04
- TORONTO: SMW, Writer, Significant Freelance, 94–95
- ATLANTA: Fitzgerald & CO, Senior Writer/ACD/VP, Full-Time, 89–92 & 92–94; BBDO/Atlanta, Senior Writer, Full-Time, 88–89
- Does not include all full-time prior to 98 — lots of short-lived, some nice successes

Awards – Highlights

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

Education

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

–

From fried chicken to robotic heart surgery

Freelance/Full-Time Examples (Account – Ad Agency)

Accolade Health Care – Monaco Lange, NYC • **Aiwa Electronics** – Gigante Vaz, NYC • **BASF Human Resources** – Monaco Lange, NYC • **Bausch & Lomb Interplak** – Fitzgerald & CO, Atlanta • **Brigham and Women's Hospital, A Teaching Affiliate of Harvard Medical School** – Munn Rabôt, NYC • **Crestor Rx** – CommonHealth, NJ (Ogilvy CommonHealth) • **Delsym Cough Liquid** – Marino & Co., NYC, and On-Site at Client, Reckitt Benckiser, NJ • **Delta Air Lines** – BBDO, Atlanta • **Georgia-Pacific** – Design Seven, Atlanta • **GM OnStar (Auto)** – Digitas, Boston • **Home Depot** – Digitas, Boston • **Inteliquent Global Telecom** – Monaco Lange, NYC • **Italjet Scooters** – Burkhardt & Hillman, NYC • **Mucinex (OTC)** – Marino & Co., NYC, and On-Site at Client, Reckitt Benckiser, NJ • **New York Institute of Technology (Education)** – Munn Rabôt, NYC • **NewYork-Presbyterian, The University Hospital of Columbia and Cornell** – Munn Rabôt, NYC • **NYUonline** – Munn Rabôt, NYC • **Olive Garden Restaurants** – Grey, NYC • **Ontario Tourism** – SMW, Toronto • **Outdoor Life TV** – Burkhardt & Hillman, NYC • **PacTel Cellular** – Fitzgerald & CO, Atlanta • **Pizza Hut Southeast** – Austin Kelley, Atlanta • **Popeyes Restaurants** – Fitzgerald & CO, Atlanta • **Samsung Canada** – SMW, Toronto • **Sentinel Data Centers** – Monaco Lange, NYC • **Verio Internet** – Ryan Drossman, NYC • **Walmart Canada** – SMW, Toronto