

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