

ROB NEVEAU

ACD, Copywriter

robneveau.com

robneveau@gmail.com

512-695-8751

Recent Recognition

- // 2019 Cannes Lion, Bronze, Digital Craft
- // 2019 AdAge Multicultural Agency of the Year, Cashmere Agency
- // 2018 Chicago Addys, Best of Show
- // 2018 Chicago Addys, Best of Category, Cross Platform
- // 2018 Chicago Addys, Gold, Integrated Advertising Campaign
- // 2018 Chicago Addys, Agency of the Year, McGarryBowen
- // 2018 Effie, Bronze, Packaged Foods

Employment History

2019 to 2020

ACD / MullenLowe / Los Angeles, CA

- Creative lead for Acura social
- Manage and mentor CW/AD teams

Clients: Acura

2018 to 2019

ACD / Cashmere Agency / Los Angeles, CA

- 2019 Cannes Lion Winner (Bronze, Digital Craft) for Google
- AdAge's 2019 Multicultural Agency of the Year
- Manage and mentor CW/AD teams across multiple brands

Clients: Google, BMW, SheaMoisture

2014 to 2018

ACD / McGarryBowen / Chicago, IL

- Created integrated campaigns across TV, print, digital and social
- Introduced Oscar Mayer's completely revamped line of Hot Dogs with a campaign that earned 1.3 billion media impressions, grew sales by 12%, and swept the 2018 Chicago Addys with a Best of Show; Best of Category, an Integrated Advertising Campaign Gold, and earned McGarryBowen '2018 Agency of the Year'
- Cast my childhood hero, Mr. T, to star in an integrated campaign for Fairfield Inn & Suites that and resulted in 1.4 million unpaid views with 1,000 likes and only 12 dislikes (who are these 12 people?)
- Managed and mentored CW/AD teams across multiple brands

Clients: Disney, Marriott, Oscar Mayer, Triscuit, Hallmark, Cars.com, Lunchables

2012 to 2014

ACD / SapientNitro / Chicago, IL

- Played a lead role on a team copywriters, art directors, and designers that overhauled Dodge.com to create a storytelling-based shopping experience

- Redefined the voice and lead site redesign for TireRack, the largest online distributor of tires
- Pitched and won Secret Deodorant

Clients: Dodge.com, TireRack.com, Cayman Jack, Secret

2008 to 2012

ACD / GSD&M / Austin, TX

- Created integrated campaigns across TV, print, digital and social
- Used advertising to successfully lobby the Houston City Council to allow Southwest Airlines to expand their services internationally for the first time
- Part of the pitch team that executed and won Ace Hardware, L.L. Bean, Marshalls, and Walgreens

Clients: AARP, Ace Hardware, Caesars Entertainment, John Deere, Kohler, L.L.Bean, Lennox, PulteGroup, Southwest Airlines, Walgreens, Zales

2003 to 2008

Editorial Lead / Organic, Inc / Toronto, ON & Detroit, MI

- Editorial lead for Dodge.com, Chrysler.com, and Jeep.com and created digital campaigns for vehicle launches across brands
- Launched the first social presence for Dodge using branded content which featured me dancing in a furry costume to promote the Caliber on YouTube
- Helped grow the Dodge business from a \$9MM to \$13MM account
- Created a campaign for the launch of the Dodge Charger that lead to Dodge's 'AdAge's Interactive Marketer of the Year' win
- Managed a team of Copywriters, Art Directors, and Designers to launch DriveSRT.com and DodgeMotorsports.com and lead creative strategy for the brands

Clients: Dodge, Chrysler, Jeep, Dodge Motorsports, DriveSRT

2001 to 2003

Copywriter / J. Walter Thompson / Detroit, MI

- Copywriter for digital, catalog, and CRM
- Launched first-ever customizable, digitally-printed catalogs for every vehicle in the Ford lineup

Clients: Ford Motor Company

1999 to 2001

Copywriter / GoTo.com (Yahoo! Search) / Pasadena, CA

- In-house copywriter for global branding, advertising, marketing, promotions, and web content

Education

Michigan State University, BA, Advertising/Communications