

# Richard Weiser

www.linkedin.com/in/richardweiser

Richard is a creative marketing professional with more than 12 years experience working, and freelancing, at some of Canada's top agencies including **MacLaren McCann**, **Ogilvy & Mather**, **Critical Mass** and **Organic**.

Although his expertise lies in the digital world, he has worked across genres designing **live events** and directing **corporate videos**, as well as creating **websites**, and **banner** and **e-mail campaigns**.

## AWARDS

**Gold** - Automotive

2007 W3 Awards

BFGoodrich Outstanding Trails

**Bank - Standard of Excellence**

2006 WebAward

Citi - ThankYou Network Website

**Gold** - Customer Loyalty Program

2004 Canadian Marketing Awards

GM Canada - Interchange

**Silver** - Customer Loyalty Program

2004 Canadian Marketing Awards

GM Canada - Truck Owner Network

## REFERENCES

**Dave Stubbs** - Partner

**Teehan+Lax** - 416 340 8666

stubbs@teehanlax.com

**Chris Tait** - Owner

**Lift Communications** - 416 362 8724

chris@liftcommunications.ca

**Jon Toews** - Creative Director

**Mighty Digital** - 416 927 3316

jon.toews@mighty.ca

## EDUCATION

1992 - 1996

Student - **York University**

[Honours English, Dean's List]

1987 - 1989

Student - **Seneca College**

[Broadcast Journalism, High Honours]

2010 -

Consultant - **Resonator**

STEWARDSHIP ONTARIO

[Developing multi-channel ad campaign to change the way Ontarians recycle]

2005 - 2010

Creative Director - **Critical Mass**

CITI, MICHELIN, LAS VEGAS, ROLEX

[Helped win Georgia-Pacific account, managed 10 million dollar Citi account, championed First Fridays creative culture program]

2002 - 2005

Copywriter - **MMDi (MacLaren)**

GENERAL MOTORS CANADA,

NESCAFÉ, AGO, BACARDI

[Created award-winning Interchange e-mail campaign and TON loyalty program]

2000 - 2001

Associate Creative Director - **ICE**

CITI, AIR CANADA, CIBC, HP,

CANADIAN TIRE, NORTEL NETWORKS

[Helped OCE secure government funding, created HP US B2B site]

1999 - 2000

Copywriter - **MMi (MacLaren)**

GENERAL MOTORS, ROGERS

[GMC and Buick work nominated for Marketing Awards, and Advertising and Design Club of Canada Awards]

1998 - 1999

Copywriter - **Bratch Innovation**

AT&T, TD BANK, ENBRIDGE

[Developed TD online banking site, created AT&T/Sony cross promotion campaign]

1997 - Present

Copywriter/ CD - **Freelance**

NESTLÉ, BELL CANADA, DUPONT,

PwC, SMIRNOFF, DAIMLERCHRYSLER,

UNIVERSITY HEALTH NETWORK

[Wrote Nestlé B2B site]