

## **Rian O’Neill**

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### **Experience:**

#### **G2 Worldwide**

**2010 – present**

##### *Associate Creative Director*

- Manage, direct, and provide inspiration to a team of copywriters and art directors
- Consistently push the creative execution of digital campaigns and other advertising efforts for Adobe, the San Francisco SPCA, and Cunard Cruise Lines
- Develop strong working relationship with product marketing and campaign teams across Adobe, including Creative Suite, Acrobat, and Flash Builder
- Work to establish a culture where coming up with ideas beyond the brief—and selling those ideas up to the client—is the norm

#### **Freelance**

- LivingSocial: Provided testing strategy and wrote over a dozen spots for Pandora Radio
- Monopolowa Vodka: Created concepts and copy for a series of print ads to help the Austrian spirits company break into the Australian market

#### **SolutionSet**

**2007 – 2010**

##### *Senior Copywriter*

- Took ownership of challenging projects that required ambitious thinking, strong collaboration, and a quick turnaround for clients such as American Express, AT&T, eBay, Chipotle, RadioShack, Sunglass Hut, StumbleUpon and Sony
- Teamed with the creative department at Butler, Shine, Stern & Partners in the development of the new RadioShack brand voice
- Welcomed the opportunity to be lead writer of agency blog focused on marketing trends
- Brought this same energy to other agency marketing and new business efforts

#### **Barcelona Creative Group**

**2004 – 2007**

##### *Staff Writer*

- Sole copywriter for a boutique advertising and marketing agency that represents clients in a variety of industries, notably insurance and banking
- Created concepts and copy for print, outdoor and radio advertisements as well as websites and business collateral
- Conducted interviews and wrote more than 25 client profiles and 40 executive bios for a large commercial insurance company

#### **Democracy Matters**

**2003 – 2004**

##### *Campus Coordinator*

- Started the first Iowa chapter of this national campaign finance reform advocacy group
- Responsible for building membership base, organizing meetings, and media outreach

#### **The American Forum**

**2003**

##### *Assistant Managing Editor*

- Edited op-eds and wrote press releases in the national headquarters in Washington, D.C.
- Understanding of media, politics and writing process vastly expanded at the Forum

### **Education:**

**University of Iowa, Iowa City, IA**

Degree: Journalism (BA)

### **Et cetera:**

- GED tutor at San Francisco Juvenile Detention Center