

CRAIG ROWE

SENIOR COPYWRITER

EXPERTISE

Copywriting



Big Idea Generation



Strategic Thinking



Communication and Collaboration



Pitches and Client Presentations



EDUCATION

CENTENNIAL COLLEGE

Bell Centre For Creative Communication

Diploma: Creative Advertising

SEPT 1999 - APR 2002

Internship: FCB (Marketing Drive)

PROFILE

Craig is an award-winning Senior Copywriter with over fourteen years of agency experience, crafting unique and engaging creative content for many of the nation's biggest brands.

EXPERIENCE

LIKEROWE.COM | APR 2018 - PRESENT

Freelance Senior Copywriter

Some recent clients include Omnigon, Air Canada, Brain Armor, and SickKids.

CINEPLEX DIGITAL MEDIA | OCT 2013 - APR 2018

Senior Copywriter

In his most recent agency gig, Craig helped lead a team of designers, art directors, and motion graphics artists for clients like RBC Royal Bank, McDonald's, Tim Hortons, and OLG. Craig helped develop content from ideation to presentation for a series of national networks of integrated, in-branch digital merchandising displays, with a strong focus on RBC.

BLAST RADIUS | APR 2013 - OCT 2013

Senior Copywriter

After two and a half magnificent months of exploring Southeast Asia with friends, Craig was back in Toronto with an opportunity to assist in overhauling a major series of corporate websites for Bombardier's world-class line of Sea-Doos, Ski-Doos, and Can-Am vehicles.

COSSETTE | JUN 2008 - DEC 2012

Copywriter

It was time for Craig to find a new challenge, a digital writing role at Cossette, with new opportunities to innovate in the online space for brands like McDonald's, BMO, General Mills, Habitat for Humanity, and more. At first, he pushed the boundaries of interactive advertising. Then, he proved that big 360 campaign ideas could come from a routinely digital mind. Soon, he found himself meeting directors, auditioning actors, supervising voice talent, and presenting fully integrated advertising campaigns to Canada's top executives.

CAPITAL C | NOV 2007 - JUN 2008

Copywriter

Switching gears again, Craig made a move to join a team of copywriters, working on digital communications for clients like Nissan/Infiniti, Scotia Bank's SCENE, Dove, and Unilever.

TRAPEZE MEDIA | SEPT 2007 - NOV 2007

Copywriter

A brief stay at a delightful digital shop saw Craig writing online copy for brands like Volkswagen and Disney.

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ABILITIES

The Culinary Arts



Consuming Coffee



Starting But Not Finishing Books



Collecting Records and Making Music



Posting Sunsets on Instagram



THE DREAM

To continue collaborating with passionate teams of honest, intelligent individuals, who care just as much about the work they're creating as they do about the incredible people they're creating it with.

CONTACT

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MINDBLOSSOM | SEPT 2004 - SEPT 2007

Copywriter

Where the writing began. A digital startup in the heart of Toronto with a team of 11 advertising addicts, looking to grow a business, build brands like little-known Kijiji, and add elegance and cleverness to the way online advertising was portrayed. As the lone copywriter in the agency, Craig helped raise the artistic bar, spark smiles on faces, and position the team to win, time and time again.

TROJAN ONE | JUL 2002 - AUG 2004

Brand Supervisor

As a sports and event marketing supervisor, Craig took the lead during cross Canada promotions for brands like SunRype, Powerade, and Family Channel.

AWARDS

In 2014, Craig was listed in Strategy Online's Creative Report Card as one of the top 100 copywriters in Canada. Here are a few of the accolades he's most proud of.

"MAN BARROW" / "MAN MIXER" / "MAN BRACE" | 2013

Client: Habitat for Humanity

Award: **Advertising & Design Club of Canada**: Video Single – Silver

Award: **Advertising & Design Club of Canada**: Video Series – Merit

Award: **Applied Arts**: Television Single (x3)

Award: **Applied Arts**: Television Series

Award: **Applied Arts**: Integrated Campaign

Award: **Communication Arts**: Digital Advertising

"FOLLOW YOUR INSTINCT" | 2009

Client: Samsung

Award: **Advertising & Design Club of Canada**: Viral Marketing – Silver

Award: **Applied Arts**: Experimental / Artistic - Single

Award: **Applied Arts**: Online Video - Single

"PAPER PLANE" | 2009

Client: BMO InvestorLine (*Air Miles*)

Award: **Applied Arts**: Interactive Online - Single

"COFFEE POUR" | 2009

Client: BMO SmartSteps

Award: **Applied Arts**: Interactive Online - Single

"SEPTEMBER MORNINGS" | 2008

Client: McDonald's

Award: **Applied Arts**: Interactive Online - Single

"LANCER EARTH" | 2007

Client: Mitsubishi

Award: **The FWA**: Site of the Day