

# Robert Snow | Creative Director / Writer

416 576 5350 | robert@marketingsnow.com

## PORTFOLIO

www.marketingsnow.com

## PROFESSIONAL EXPERIENCE

### **RSMC Inc.**

2010 – present

#### **Principal**

Microsoft, Dell, Telus, SAP, Cogeco, LinkedIn, DHL, Zurich Insurance

### **Y&R Brands**

2010-2011

#### **Group Creative Director (Freelance), NY NY**

Dell – contract position to lead creative development of global brand campaigns

### **Wunderman**

**2005-2010**

2009-2010

#### **Creative Director, Seattle, WA**

Microsoft

2005-2009

#### **Creative Group Head/Senior Technology Steward, Toronto**

Microsoft, MSN, HP, Samsung, Resolve, Diageo

### **Freelance**

**2002-2005**

#### **Creative Director/Writer**

IBM, Cisco Systems, Motorola, Cognos, ATI, Silicon Graphics, American Express, Cybermation, Microsoft, Virtek, TD Bank, BMO, Royal Bank, Columbia House, Yves Rocher, BC Tourism, Rogers, World Vision

### **Ogilvy**

**1998-2002**

1998-2002

1998-2000

#### **Group Creative Director**

#### **Senior Writer**

IBM, Lotus, Jaguar, DuPont, American Express, eAssist, iMagicTV

### **FCB Direct**

**1996-1998**

1997-1998

1996-1997

#### **Creative Supervisor**

#### **Senior Writer**

IBM, Citibank, DuPont, Pitney Bowes, The Movie Network, FedEx, Hertz, Foster Parents Plan

### **Strategic/Ampersand**

1995-1996

#### **Senior Writer**

Novell, Silicon Graphics, Oracle, Cognos, Digital, Esso

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## **Mainstay Communications**

1994-1995

### **Senior Writer**

IBM, Digital, Sun Microsystems, Compaq, GE, Toshiba

## **Freelance**

1986-1994

### **Writer**

British Airways, Manchu Wok, Lexmark, CISS-FM, Sunnybrook Health Science Centre, University of Toronto, Honda, Sobeco, Canadian Marconi, NCR, FLARE Magazine

## **EDUCATION**

CAAP

B.A.

**Certified Advertising Agency Practitioner**

**Bachelor of Arts • University of Toronto**

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## AWARDS

Year	Award	Category	Client
2012	Webby	People's Choice	Dell
2010	IMCA	Banking	Zurich
2008	Lester Wunderman	CEO Achievement	Microsoft
	Cannes Shortlist	B2B Direct	Microsoft
	Webby	Honoree	Microsoft
	NAMMU	Business Products	Microsoft
	CMA Bronze	Information Technology	Microsoft
	CMA Bronze	Business Products	Microsoft
	ECHO Merit	Information Technology	Microsoft
	ECHO Merit	Business Products	Microsoft
2007	NAMMU	Business Products	Microsoft
2005	Gold CMA	Broadcast	BC Tourism
2003	Silver CMA	Integrated	Rogers AT&T
2001	Silver RSVP	Automotive	Jaguar
	Leader Echo	Automotive	Jaguar
2000	Gold RSVP	Business Products	DuPont
1999	Merit RSVP	Business Products	IBM
1998	Merit RSVP	Consumer Products	DuPont
	Merit RSVP	Business Products	IBM
	Silver RSVP	Catalogue	IBM
	Silver Echo	Consumer Products	DuPont
	Leader Echo	Business Products	IBM
1997	Gold RSVP	Automotive	DuPont
	Silver RSVP	Interactive	IBM
	Gold RSVP	Business Products	IBM
1996	Vic Perry	RSVP Best Direct Mail	IBM
	Gold RSVP	International	IBM
	Gold RSVP	Business Products	IBM

## AWARDS JUDGE

2010	International ECHO Awards
2009	CMA Awards
2008	CMA Awards
2008	International ECHO Awards
2007	International ECHO Awards
2006	John Caples International Awards
2005	CMA Awards
2001	RSVP Awards
2000	RSVP Awards
1997	RSVP Awards

## REFERENCES

Upon request.