

LAUREL COLE | LAUREL IPSUM CREATIVE ;)

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PROFILE

An award-winning seasoned writer with over fifteen years of agency experience. Strong foundation in big brand development, integrated mass media, digital & innovation, UX/UI, PR, experiential and social. Has created impactful creative for tier-one automotive, banking & finance, telco, beauty, food & beverage and CPG brands.

EXPERIENCE

FREELANCE ASSOCIATE CREATIVE DIRECTOR:

Leo Burnett, Cossette, John st., Zulu Alpha Kilo, Juniper Park/TBWA, GUT, Makers, Rain, Sister Merci,
January 2019 – Present

CLIENTS: McDonald's, Boston Pizza, Sleep Country, Tim Hortons, Nissan, CIBC, Dove, Sephora, Bell & Virgin Mobile

FREELANCE COPYWRITER: Zulu Alpha Kilo, Leo Burnett, Cossette, Camp Jefferson, Ogilvy and Huge,
July 2017 – Jan 2019

CLIENTS: McDonalds, Interac, Bell, Harley Davidson, Four Seasons, P&G and Cineplex

COPYWRITER: Grip Limited, January 2013 – June 2017

CLIENTS: Acura, McCain, RBC, KPMG, KFC, Expedia, Stella Artois, MTV, Neutrogena, Botox, and Johnson & Johnson

ASSOCIATE, COPYWRITER: Teehan+Lax, November 2010 – January 2013

CLIENTS: Bell, Virgin, AutoTrader, Air Miles, Beatport and Scotiabank

MARKETING COORDINATOR: Rolex Canada Ltd., May 2009 – October 2010

Responsible for diverse marketing initiatives, advertising, copywriting, art production, public relations and event planning.

COPYWRITER INTERN: Leo Burnett, September 2008 – February 2009

CLIENTS: Kellogg's, Toronto Tourism, Proctor & Gamble, Visa, and Humane Society

EDUCATION

HUMBER COLLEGE, 2008 – Advertising Copywriting (Post-Graduate Certificate)

UNIVERSITY OF WESTERN ONTARIO, 2007 – Major: Media Information and Technoculture

HONOURS & AWARDS

WEBBY JUDGE (Associate Member of IADAS)

CASSIES, MIAS, CARTE BLANCHE FINALIST, ADCCS, NATIONAL ADVERTISING AWARDS, WEBBYS, THE FWA SITE OF THE DAY

CASSIES, STRATEGY MAGAZINE'S CAUSE + ACTION, APPLIED ARTS, WEBAWARDS