

# Russell Fraze

Copywriter /  
ACD

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## Russell Fraze

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## Summary

As a creative human, I use writing as a tool to make myself think. More than to craft the final version of something, I write to explore territories, uncover insights, and support concepts as a project moves through its stages. From strategy to ideation, development, pitch, and execution, I'm a hands-on creative developer, experienced with a diverse range of clients and target audiences.

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## Experience

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### Freelance / Associate Creative Director / Copywriter

APRIL 2018 - PRESENT, Portland, OR

Currently freelancing remotely for various clients including King's Hawaiian and Fat Brands.

### Optimist Inc. / Copywriter / Creative Producer

MAY 2017 - MARCH 2018, Los Angeles, CA

Produced interactive live events and retail spaces for Google.

### Levit Agency / Associate Creative Director / Copywriter

APRIL 2016 - MAY 2017, Los Angeles, CA

Created in-store, outdoor and digital branding for King's Hawaiian.

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## Education

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### University of Delaware / BFA Visual Communications

2000 - 2004, Newark, DE

Studied advertising design in a small but scrappy multi-discipline undergrad program.

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## Skills

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creative concept development, copywriting, strategy development, retail experience and event production, tv and film production, art direction, experienced presenter, team leader, collaborator

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**Experience**  
(Continued)

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**Ogilvy & Mather / Freelance Senior Copywriter**

NOV 2015 - FEB 2016, New York, NY

Clients: IBM, American Express

**Jack Morton / Freelance Senior Copywriter**

AUG 2014 - FEB 2015, New York, NY

Clients: Synchrony Bank, Sony

**PI&C / Senior Copywriter**

NOV 2010 - DEC 2014, New York, NY

Played a lead creative role in a small agency environment.

Clients: Fab, The Waldorf Astoria, Conrad Hotels and Resorts, Ask.com, Mohegan Sun.

**Lowe and Partners, NY. / Copywriter**

JAN 2006 - FEB 2009, New York, NY

Clients: Sharp, XM Radio, Perdue Chicken

**Spike DDB / Art Director**

MARCH 2005 - JAN 2006, New York, NY

Clients: Pepsi, TNT, State Farm, Royal Caribbean