



“ Advertising is a voice to the masses, and I love using my creative skills for good. My passion is elevating hearts and minds, generating more positivity all around. ”

INTERESTS

the future, innovation, futurism, art & design, gaming, music, laughing, food & wine, travel, dreams, and meditation.

Renée Rotkopf

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With 17 years in brand awareness and lead generation, I am a forward thinker and creative enthusiast who reaches beyond the expected. I know that collaboration is at the heart of all great ideas – and am a proactive listener and strategic problem solver who enjoys rolling up her sleeves and getting involved.

I have worked on large iconic brands, (UPS, IBM, GSK, AMEX, Verizon, Armani and others) across all channels including video, print, digital, experiential, social and mobile. I am an intergrated storyteller who connects the dots with a big idea.

OgilvyOne | Creative Director | 2.11 to Present

Emerge | Creative Director | 4.09 to 3.10

Momentum Worldwide | Creative Director | 3.08 to 4.09

Avenue A / Razorfish | Creative Director | Freelance 07 to 08

Agency.com | Creative Director | Freelance 07

OgilvyOne | Associate Creative Director | 9.98 to 4.07

Blue Dingo | Creative Director | 1.98 to 9.98

K2 Design | Associative Creative Director | 12.94 to 11.97

Awards

2007 Gold Effie: IBM Take Back Control 360 Campaign

2007 NY Addy: IBM Take Back Control Software Banners

2006 NY Regional Addy: IBM Take Back Control Systems Website

2003 Caples International Awards: 2nd Place: Business Online Ad

2003 Caples International Awards: 2nd Place: Business Website

2001 Icon Award for Beyond the Banner: IBM Software e-Certification

2001 Icon Award for Best Banner Campaign: IBM Partner World

2001 Cannes Lions: Cyber Finalist: IBM Business Partner Program

2001 Cannes Lions: Cyber Finalist: IBM Software e-Certification

2000 One Show: Silver Corporate Image B2B: IBM Partner Campaign

2000 International Web Page Awards: GoldDigger Banner

Clients

UPS, GSK, IBM, T-Mobile, AMEX, Armani, Godiva, Gucci, 20th Century Fox, Sapporo Beer, Causes App Facebook, Kodak, Six Flags, Dyson, Ameritrade, Bath & Bodyworks, Panadol, GlobeOp, Starwood Hotel, Macallan, Related Rentals, Reebok, Verizon, Delmonte, Jose Cuervo, Chase Bank, EMC, Conde Nast, Nielsen, Phillip Morris, Prudential, AOL, 24/7 Media, Cholula, Wyeth, Pfizer, Astra Zeneca, In Motion, Public Theater, The Wedding Party, and counting...