

# Richard Weiser

[www.richardweiser.com](http://www.richardweiser.com)

Richard is a creative marketing professional with 10 years experience working, and freelancing, at some of Canada's top agencies including **MacLaren McCann, Ogilvy & Mather, Publicis** and **organic**.

Although his expertise lies in the digital world, he has worked across genres writing **speeches** and making **corporate videos**, as well as creating **websites**, and **banner** and **e-mail campaigns**.

## AWARDS

### **Bank Standard of Excellence**

2006 **WebAward**

Citi – ThankYou Network Website

**Gold** – Customer Loyalty Program

2004 **Canadian Marketing Awards**

GM Canada – Interchange

**Silver** – Customer Loyalty Program

2004 **Canadian Marketing Awards**

GM Canada – Truck Owner Network

**Silver** – Best Creative

2000 **BOB (Best Of The Best)**

Rogers AT&T Teen Paging Website

## REFERENCES

**Dave Stubbs** – Partner

**Teehan+Lax**

[dstubbs@teehanlax.com](mailto:dstubbs@teehanlax.com)

**Chris Tait** – Owner

**Lift Communications**

[chris@liftcommunications.ca](mailto:chris@liftcommunications.ca)

**Jason Theodor** – Creative Director

**OgilvyOne Toronto**

[Jason.Theodor@ogilvy.com](mailto:Jason.Theodor@ogilvy.com)

2005 –

Senior Copywriter – **Critical Mass**

CITIBANK, MICHELIN, FRONTIER AIRLINES, LAS VEGAS CVA

[Helped win Georgia-Pacific account, worked on award-winning ThankYou Network website]

2002 – 2005

Copywriter – **(MacLaren) MMdi**

GENERAL MOTORS, NESCAFÉ, AGO, BACARDI, MMI INTRANET

[Created award-winning Interchange e-mail campaign and TON loyalty program]

2000 – 2001

Associate Creative Director – **ICE**

CITIBANK, AIR CANADA, CIBC, HP, CANADIAN TIRE, NORTEL NETWORKS

[Helped OCE secure government funding, won US Citibank business, wrote HP US B2B site]

1999 – 2000

Copywriter – **(MacLaren) MMi**

GENERAL MOTORS, ROGERS

[GMC and Buick work nominated for Marketing Awards, and Advertising and Design Club of Canada Awards]

1998 – 2000

Copywriter – **Bratch Innovation**

AT&T, TD, ENBRIDGE

[Developed TD online banking site, created AT&T/Sony cross promotion campaign]

1996 – Present

Copywriter/ CD – **Freelance**

NESTLÉ, BELL CANADA, DUPONT, PwC, SMIRNOFF, DAIMLERCHRYSLER, UNIVERSITY HEALTH NETWORK

[Wrote Nestlé B2B site]

1992 - 1996

Student – **York University**

[Honours English, Dean's List]

1987 – 1989

Student – **Seneca College**

[Broadcast Journalism, High Honours]