

# Randy DeMuesy | Creative Director/Copywriter

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## PROFILE

I'm a long time ad nut with plenty of experience collaborating remotely with fellow creatives, researchers and clients to clarify business goals and identify motivating triggers to create memorable communications that will meet those goals. Always asking the deeper questions to expose any weaknesses and help clarify meaningful insights which can be creatively leveraged in powerful ways, my strategic planning strength leads to meatier and more persuasive creative. My years of flexing my conceptual muscle make me quick to spot ideas with potential. I help others see the limitations in some ideas and work with them to coax stronger executions out of ideas with real promise. A tested and proven veteran, I have the maturity to know when to push ideas further and when its time to ship. Which always makes for the best ideas—and creative work—possible.

## PROFESSIONAL EXPERIENCE

### **Creative Director/Copywriter/Art Director/Brand Strategist**

#### **DeMuesy Creative Inc / 1998 – Present**

Work with ad agencies, design firms and businesses to help with any communications challenge they have, big or small, internal or external, strategic or purely creative. That may include:

- unearthing insightful and relevant brand positions
- helping define and clarify messaging objectives
- conceptualizing and writing/designing *websites, print, video, social, radio, direct mail, e-mail, billboards, posters, brochures, POP materials, tradeshow booths, sales kits, presentations, incentive programs, annual reports, catalogs, articles, PR releases, business letters, and speeches*

### **Associate Creative Director/Vice President**

#### **Meldrum and Fewsmith Communications / 1996 –1998**

Aided in the strategic planning for clients while guiding a staff of eight copywriters and art directors in the development of the creative executions that would continue to build the brands and sales of those clients.

### **Copywriter**

#### **Meldrum and Fewsmith Communications / 1987 –1996**

Partnered with art directors to concept and execute advertising campaigns involving print, TV, radio, outdoor, direct mail, collateral materials—if it needed writing, I did it. Learned how to make persuasive presentations.

## BRAND/CLIENT EXPERIENCE

- > A consumer campaign for **Rubbermaid** produced a **30% spike in sales** for the advertised products.
- > An integrated, repositioning campaign for the **Akron-Canton Airport** helped **double passengers loads** in only three years, and **continued to set new records** over another 5 years.
- > A print/radio/web campaign for **Meyer Products** successfully launched three new plow products and drove hundreds of professional drivers to the special Switchtomeyer.com site
- > A few of the other wonderful brands I've had the pleasure to work for include:

Mr. Coffee, Window and Door Factory, Cedar Point Amusement Park, Genie, Sherwin Williams, University Park Alliance, GE Lumination, Diebold, Astrup, Kichler Lighting, Riddell, PB Blaster, Libbey Glass, Metropolitan Bank and Trust, National Office, Mercy Medical Center, Sid Richardson, Boykin Lodging, Gorman-Rupp, Lubrizol, Jalex, Renovo, Parker Filtration, Alpha Technologies, Fasson, McDonalds, Cigar Cigars, Subway Restaurants.

## TOOLS AND SKILLS

Microsoft and Mac (Word, Powerpoint, Pages, Keynote)  
Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Premiere Pro, Audition)  
Remote Work (Conferencing: Skype, join.me, WebEx | IM: Google Chat, texting | Delivery: DropBox, email)

## PORTFOLIO

A few creative samples and case studies may be reviewed by visiting [www.demuesycreative.com](http://www.demuesycreative.com)