

JOHN RISSER

CREATIVE DIRECTOR & WRITER

1286 University Ave #704 | San Diego, CA 92103

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CREATIVE DIRECTOR & WRITER

Freelance | 2003 - current

Conceived, presented, sold and produced campaigns across all media – for agencies large and small working on brands large and small.

Fortunate enough to partner with a bunch of top-notch art directors.

AGENCIES: Taco Truck Creative (San Diego), Vitro (SD), MeringCarson, (SD & Sacramento), INNOCEAN (Huntington Beach), NYCA (SD), O'Leary and Partners (Newport), Y&R (Irvine), Mires Ball (San Diego), ParkerWhite (Cardiff)

BRANDS: Callaway Golf, Odyssey Golf, WaterPik, Spy Optic, Pebble Beach Resorts, NFL Network, ASICS shoes, Baskin-Robbins, San Diego Convention and Visitors Bureau, Cobra Golf, Kyocera, Petco, Newcastle Brown Ale, FootJoy Golf, adidas golf, Rossa Putters, TaylorMade Golf, The San Diego Union-Tribune, ViewSonic, Canadian Real Estate Association, Fantastic Sams, Francisco Bread, In-N-Out Burger, Kawasaki, Oroweat Bread

SENIOR WRITER

NYCA, San Diego | 2001 - 2003

Partner in the original creative team to found the agency. Created campaigns that sowed the seeds for sustained growth over the next decade.

BRANDS: TaylorMade, EastLake Homes, The San Diego Union-Tribune, Warner Bros./Looney Tunes

WEB DEVELOPER/DESIGNER

Freelance | 2002 - current

Designed and/or developed web sites for small and medium-sized businesses.
Designed logos for a bunch of brands, as well. (see epdmk.com)

SENIOR WRITER

matthews/mark, San Diego | 1999 - 2001

BRANDS: Casino Fun Cruises, Community Health Group, Callaway, Littlefeet Telecom, Odyssey Golf, SignOnSanDiego.com, The Union-Tribune, Viejas Casino

COPYWRITER

Phillips-Ramsey, San Diego | 1997 - 1999, Freelance | 1996, Baxter Advertising, Minneapolis | 1995 - 1996

BRANDS: Aldila Golf, Ashworth Golf Co. (apparel), Ethel M Chocolates, Johnson Worldwide, Omni Hotels, San Diego Symphony, San Diego Zoo, San Diego Wild Animal Park, Target, 3-IN-ONE Oil, Valleyfair Theme Park, WD-40 Company

BACHELOR OF SCIENCES / MASS COMMUNICATIONS

St. Cloud State University, Minn | 1994

Minors in English (creative writing) and Graphic Design

AdFed President, NSAC team leader, Leadership Award winner, etc. etc.
Interned at Chuck Ruhr Advertising, Minneapolis twice during college.
First, in broadcast production then as a copywriter.

REFERENCES

Craig Evans

Chief Creative Officer
Wunderman, Seattle
(206) 505-7500
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Troy Longie

Creative Director
Carmichael Lynch, Minneapolis
(612) 334-6000
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KT Thayer

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Dave Huerta

Partner, Creative Director
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