****

**www.peteroravetz.com**peterbuildsbrands@gmail.com

646.522.6956

**summary**

Award-winning, versatile storyteller with blue-chip brand experience including Amazon, KPMG and Virgin Atlantic Airways among others. Whether it’s digital, print, direct mail, TV or social— I understand that it’s not just leveraging the media, but the emotional truth that captures the eyes and hearts of the audience.

**experience**

**freelance creative director/copywriter** Jan. 2017 - present

• Broadreach, a teen adventure and educational travel company. Led rebranding efforts, including theme lines, brand voice, tone and style. Complete revamp of website.

• Purdue NewU, Purdue’s new venture with the acquisition of Kaplan. Writing inaugural website and establishing brand voice and style.

• NES Financial, a Silicon Valley FinTech company. Currently writing blogs, emails and articles geared toward various investor audiences.

**PMX Agency  
associate creative director** 2014 – Jan. 2017Accounts included Amazon, Genworth, KPMG, The American Heart Association, Audible, Feeding America, Paralyzed Veterans of America, Bobble, Tungsten Network  
• Responsible for managing all the copy resources at the agency.

• Integral to the new business effort with wins of the American Heart Association, Boys and Girls Club of America, Feeding America—as well as growing the Amazon and KPMG business.  
• Led major web builds for KPMG, the American Heart Association and Paralyzed Veterans of America, from content strategy to branding to design, writing and implementation

• Increased digital fundraising for the American Heart Association by 40% the first year, leading to a Gold Communicators Award, one of the highest honors for a non-profit

• Spearheaded ideation for integrated social campaigns and contributed to the social playbook for American Heart Association

• Powerful presentation skills and extensive branding experience

**o2kl Advertising**

**associate creative director**

2005 – 2014

accounts included

MetLife, Guardian Insurance, Empire Insurance, American Express, Verizon, Coldwell Banker, AARP, HBO, Disney, ESPN  
• Helped grow this startup agency from a staff of 6 to over 30 employees—winning business from all of the above clients.

**freelance writer**

Young & Rubicam, Berlin Cameron, Deutsch Direct, Draft, Digitas

2002 – 2005

accounts included

Verizon, Computer Associates, Accenture, Intel, AOL, Barclays Bank,

Citibank, American Express

**FCBi**

**associate creative director**

1998 – 2002

accounts included

Metlife, US Postal Service, AT&T Wireless, Sothebys.com, Zyban

Instrumental in introducing the USPS to digital marketing

**CMG Communications**

**sr. vice president, creative director**

1995 – 1997

accounts included

Virgin Atlantic Airways, The Greater NY Savings Bank

Schiefflein & Somerset (Johnnie Walker), Dow Jones Telerate, Merck

Responsible for rebranding Virgin Atlantic Airways with TV, print, radio and collateral

Spearheaded local campaign for the opening of the gateway in Washington DC

**other agencies have included BBDO, NW Ayer and Grey**

**awards**2 Clios, 3 Gold Effies, Echoes, Caples and assorted others

**education**

**Drew University**

B.A. English and Painting major